

**KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY**  
**PGDBJ 1<sup>st</sup> Sem. Examination, 2014**  
 Paper - 01  
 Mass Communication & Journalism

Time : 3 Hrs.

Full Marks : 80

1. Answer any five questions from the following 2×5 = 10
  - (a) Define communication gap.
  - (b) 'One mind affecting the other' - Who told this?
  - (c) What is caption writing?
  - (d) What is a narrative lead?
  - (e) What is a sting operation?
  - (f) What is intrapersonal communication?
  - (g) What is the distinct feature of a breaking news?
  
2. Answer any three questions from the following 4×3 = 12
  - (a) What is cropping? How does cropping enhance the aesthetic beauty of a picture?
  - (b) 'User and gratification Theory advocates that the masses use media for gratification of many of their needs or requirements' - Explain the statement with examples.
  - (c) Do you think the Bullet Theory is gradually losing its ground owing to the widespread availability and accessibility of different mass media? Give reasons in support of your answer.
  - (d) Explain the agenda setting theory in the context of mass media.
  - (e) Which media theory can help in extending the information needs of the masses and in developing the nation? Explain with examples.
  
3. Answer any three questions from the following 6×3 = 18
  - (a) Discuss the basic features of Wilbur Schramm's model of Communication.
  - (b) What is reporting? What are the different types of reporting?
  - (c) Does mass media play the role of a 'dignified gatekeeper' in the selection of news? Discuss.
  - (d) What are the sources of news? Write a note on the objectivity and authenticity of news.
  - (e) Which model for the first time introduced the concept of 'noise' in the communication process? Explain the model with the help of a diagram.
  
4. Answer any four questions from the following 10×4 = 40
  - (a) Describe the structure of a news story with the help of an example.
  - (b) Discuss the different qualities and responsibilities of a news reporter.
  - (c) What is beat reporting? What is the reason behind assigning different beats to different reporters? Discuss any five reporting beats of your choice.
  - (d) 'Investigative journalism is the most challenging form of journalism' - Explain the statement with examples.
  - (e) What is editing? Discuss the different stages of editing in the context of print media.
  - (f) What do you mean by news values? Analyse the different news values.