

## **Model Question**

**Subject: Journalism and Mass Communication**

**Part I (Honors)**

**Paper I**

**100 Marks**

**First Half: Reporting**

**50 Marks**

**Module: One**

- 1) What are the evolutionary aspect of print journalism, you have noticed, been followed to cope with the competition from 24-hour news channels? Discuss with example?
- 2) Reporters are eyes and ears of the media organization. Do you subscribe to this view? Illustrate your answer giving the job of a reporter.
- 3) Has television reduced the importance of photojournalism? Cite reasons for or against this question.
- 4) The definition of news is an evolving concept, Discuss the veracity of the comment.
- 5) Do you think it is possible to deliver objective news? Explain your opinion regarding this question.
- 6) How can a chief reporter of a newspaper increase its popularity? Does popularity indicate a newspaper's quality?

**Short Notes:**

- a) New Beat
- b) Objective News
- c) Special correspondent
- d) Feature

**Module: Two**

- 1) Democracy can be measured by the measured by the quality of political and human rights reporting. Discuss
- 2) Public Affairs reporting keep the citizenry well informed. Do you subscribe to this view? Explain?
- 3) What are the factors that you think are enhancing the demand for sports news?
- 4) The network of online reporting is not so widespread in India now. Explain the reasons for or against this comment.
- 5) Write 10 question (in order of importance) that you will pose to either the Prime Minister of India or the Chief Minister of West Bengal if you are given an opportunity to interview him or her

**Short Notes:**

- a) Online reporting
- b) Business reporting
- c) Science news
- d) Film reporting

**Second Half: Editing****50 Marks****Module: Three**

- 1) What is the purpose of Editing? How important is checking the facts in the process of editing. Illustrate with relevant examples.
- 2) There are no rules to write headlines. Explain with examples whether you think this comment is right or wrong.
- 3) Describe how compilation of news a Chief Sub Editor will take care to enriched modern –day editing
- 4) Do you think that good editing makes a good copy? Explain

**Short Notes:**

- a) Rewriting News desk
- b) Lead News
- c) News Coordinator

**Module: Four**

- 1) Which Bengali or English newspaper published from Kolkata has the most attractive front page according to you? Explain with arguments for your choice.
- 2) Indiscriminate usage of banner headline has robbed its importance. Cite argument for or against this comment
- 3) Magazine editing is facing handles in this era of dwindling reading habits. under this circumstance, which topics you think should be highlighted to overcome those handles?

**Short Notes:**

- a) Typography
- b) Third Editorial
- c) Pichire editing

**Paper II****100 Marks****Marks First Half: History of Indian Journalism****50 Marks**

### **Module: One**

- 1) Metcalfe held that the "Press ought to be free is consistently with the safety of the state it would be" does the statement of Metcalfe supports his action to ensure freedom of the press in India. Discuss.
- 2) Raja Ram mohan Roy was the first man to fight for the freedom of press in India. In which context he had to fight for the freedom. Discuss the social reforms he wanted to bring about through free public expression.
- 3) Compare the contributions of J.A. Hickey and J.S. Buckingham in developing Indian Journalism.
- 4) What prompted Serampore Baptist Missionaries to Start Indian Journalism rolling? Discuss their contribution to Indian Journalism.
- 5) Sambad Prabhakar is credited for inspiring budding writers and remaining nearer to Indian soil. Discuss the role of Iswar chandra Gupta on these two perspectives.

### **Short Notes:**

- a) Adam's gagging Act
- b) Derozians
- c) Somprakash

### **Module: Two**

- 1) The role of Amrita Bazar Patrika was daring during the British rule in India- Elaborate.
- 2) In which decade of the last century did the modern history of Indian television make its beginning? Discuss in this context the phases the Indian television has gone through.
- 3) Discuss the post-Independence development of the news agencies in India.
- 4) Briefly discuss the inception of the Statesman and its initial journey

### **Short Notes:**

- a) The Times of India
- b) Jugantar
- c) Vernacular Press Act.

### **Second Half: Practical**

**50 Marks**

### **First Part (written):**

**25 Marks**

- 1) **Edit the news report using a word processing software and give a suitable headline.**

The discount will be on daily tickets. The general public will get discounts only on season tickets. Also our members will get a chance to buy tickets five days prior to the start of open sale. CAB president Prasun Mukherjee said on Saturday. The rates of the daily tickets will be Rs.200mRs.300 and Rs.600. Life,

honorary, annual and associate members of the CAB, will not be entitled to complimentary tickets for the seven home matches of the SRK owned Kolkata team in the IPL. However, the CAB members can buy these tickets as Rs.105/-, Rs.250/- and Rs.400/- respectively.

**2. Prepare a dummy front page using any page make up software with the following elements.**

- a) Pakistan people's Party wins maximum seats in the election in Pakistan.
- b) Sharukh Khan at Kolkata for IPL
- c) A Maoist leader arrested in Hridaypur
- d) A Solus advertisement – 20cms\*3 columns.

**3) Write a short feature with a headline on any one of the following (350 words)**

TV- reality show- extra pressure on child psychology

IPL-Shakrukh Khan in new role

**4) Arrange the headlines in order of importance and justify your arrangement (the most important at the top and the least important at the bottom)**

- a) Again Bird Flu – Two district
- b) Munnabhai Marries
- c) Chief Minister Buddhadeb Bhattacharya visits Nandigram
- d) India wins in Commonwealth Bank cricket series
- e) Sania Mira will not play any tournament in India.

**5) Write a report and give a suitable headline using the following points (150 words)**

A woman saw at 7.30 p.m. A tigress strolling on a paddy field- she raised alarm- Asuthosh Dhali,45, a person whose left thigh was bitten off, has been admitted to SSKM hospital from Deulbari Village of Kultali- Villagers armed with sticks gave it a chase- the tigress climbed a banyan tree,30 ft. high- villagers spreaded nylon fishing nets under it and waited for it all night to come down- At the break of dawn the tigress jumped from the tree and ran towards the village- Nearly a thousand people chased it – A police team arrived around 4.30 p.m.- the tigress climbed a palm tree- Forest officials fired tranquillizing shot- two villagers climbed up the tree to pull the animal down- drowsy but not asleep, the tigress attacked them- It jumped into a pond where it was stoned relentlessly- At last it fell asleep when second tranquillizing shot was fired.

**Second Part (Computer practical):**

**20 Marks**

**1) Edit the news report using a word processing software and give a suitable headline**

The Pyre of One of India's last Treu blue quins lit Up here this Evening, bringing Kurtain down on a charmed eera and sifting the focus to the vast property shi leaves behind.

Rajmata gayatri devi who died yesterday at 90 was accorded a state funeral at the royal Crematorium ground of Maharani Ki Chatri on the road leading to Amer fort once the symbol of the rule of the Jaipur Kings.

**2) Prepare a dummy front page using any page layout software with the following elements:**

- a) Controversy over PM's statement on Indo-Pak relations
- b) One 15cm\* 3 Col. Photograph
- c) Central FM reduce home loan interest
- d) One Solus advertisement of 20 cm\*3 columns
- e) Lalgan tangle still continuing

**Third Part (viva voce):**

**5 Marks**

**Viva-Voce on Media related General Knowledge and Current Affairs.**

Who is the Chairman of the Press Council?

Who is the editor of Calcutta Journal?

What was the first newspaper of India?

**Part II (Honors)**

**Paper III**

**100 Marks**

**First Half: Mass Communication**

**50 Marks**

**Module: One**

**25 Marks**

- 1) Explain with suitable examples how "Technological revolution" has increased the reach and influence of mass media
- 2) Briefly explain "normative theories" of mass media. Do these theories have any justification in the contemporary era of globalization?
- 3) Explain Marxist view of media- society relationship. Can Frankfurt Cultural studies be considered a Marxist School? Briefly explain.
- 4) Define Mass Communication. Is Mass Communication based only on transmission of Information? Explain information society in terms of mass communication
- 5) What is the common parameter involved in the classification of communication from Intra to mass communication process?

**Short Notes:**

- a) Functionalism
- b) Mass Society

- c) Information Society

**Module: Two**

**25 Marks**

- 1) Briefly discuss Cultivation theory and model. Also explain the “ Long-term media effect” as discussed in the model with example.
- 2) Briefly explain mathematical model of communication. What are the shortcomings of this model?
- 3) Do you think the basic principles of Wilbur Schramm’s interpersonal model and David Berlo’s Communication models are same?
- 4) Briefly explain the “gate keeping process” in mass communication with a suitable model.
- 5) Briefly discuss the basic differences between Dominant and Development paradigms of communication.

**Short Note:**

- a) Aristotle’s Classical Model
- b) Wilbur Schramm’s Model
- c) Newcomb’s Model

**Second Half: Media Management, Laws and Ethics**

**50 Marks**

**Module: Three**

**25 Marks**

- 1) Do you think Prasar Bharati has established the autonomy of Akashbani and Doordarshan ? Explain with examples
- 2) Briefly explain media-ownership with examples. Do you see any change in the above mentioned ownership patterns?
- 3) Define media conglomeration. Do you think media conglomeration overrules all earlier media ownership patterns?
- 4) Do you think DTH service promotes ultimate globalization of media. Briefly explain DTH service in India.

**Short Note**

- a) Cross media Ownership
- b) Satellite channels
- c) Cable TV Act.

**Module: Four**

**25 Marks**

- 1) Briefly explain the recommendation of First Press Commission. Do you think First Press Commission could successfully promote freedom of press in India

- 2) Explain Code of Ethics in Indian Journalism. Do you think Yellow Journalism overrules such code of Journalistic ethics.
- 3) Analyse the recommendations of two press commission in India
- 4) Briefly explain contempt of court with suitable examples
- 5) Explain Freedom of Press with examples. Do you think freedom of press has been established in India? – Justify with examples.

**Short Note:**

- a) RTI Act.
- b) Defamation
- c) Official Secrets Act.

**Paper IV**

**100 Marks**

**Practical Written Segment:**

**40 Marks**

**Write a review on any book you have read recently**

**Write an editorial on any one of the following topics**

- a) Pakistan President Asif Ali Zardari's recent visit to India
- b) Sourav Ganguly's new Innings as the Captain of Pune Warriors in IPL%

**Prepare 10 questions for interview on any one of the following topics**

- a) To Zoya Akhtar for her flick "Zindagi Na milegi Dobara
- b) To Union Food Minister on the price hike of essential commodities.

**Write a "Post Editorial" on any one of the following topics**

- a) IPL
- b) Massive earthquake alert in India.

**Project:**

**15+5 Marks**

**Computer:**

**30 Marks**

Design a front page of a broadsheet daily with the following items using a page making, software and picture editing software

- a) Koirala to quit
- b) Tourist stranded at Puri

**Part III (Honors)**

**Paper V**

**100 Marks**

**First Half: National and International Affairs****50 Marks****Module: One**

- 1) In the context of Lokpal Bill issue, discuss the emergence of the Aam Admi Party in Indian Political Scenario
- 2) Briefly discuss the Preamble to the constitution of India
- 3) Analyze the role of judiciary in India in the present context
- 4) What is the constitutional provision for Governor's interference in the administrative affairs of a state
- 5) Explain the fundamental Rights of Indian Citizens with special focus on Right to Education.

**Short Note:**

- a) India's Five Year Economic Plan
- b) Speaker of Lok Sabha
- c) FDI in retail

**Module: Two**

- 1) What main challenges lie before the President Modi regarding Digital India Campaign?
- 2) How far ASEAN as a forum can help in resolving internal conflicts amongst member nations
- 3) In this present era of globalization do you think imbalances in information flow still exist?
- 4) Discuss the role of diplomacy in the context of Indo-Pak relation.
- 5) Sean MacBride Commission has acknowledged the imbalances in the global news flow. Discuss briefly the reports of the MacBride Commission

**Short Note:**

- a) Unipolar World
- b) NANAP
- c) UNESCO

**Second Half: Visual Media****50 Marks****Module: Three**

- 1) Explain the evolution of the language of film with example
- 2) Can a documentary film be described as "the creative interpretation of reality"? Discuss briefly a few famous documentary films of India



- 3) "A film is a Director's creation"- Do you think so? Discuss in this context functions and responsibility of a director.
- 4) "Big budget films are leading to fabulous sets, great costumes and foreign locations which mark the recent resurgence of tollywood"- Analyze the statement with few Bengali movie
- 5) "The success of any Indian cinema largely depends on music"- Elucidate this statement with recent examples

**Short Note:**

- a) Script
- b) Character role
- c) Film Censorship

**Module: Four**

- 1) Do you think "Sholay" was a landmark Indian Film? Justify your answer with specific arguments
- 2) Do you agree that nowadays Hindi films Industry is striking a balance between commercially successful nature and socially artistic good cinema?
- 3) Discuss the contribution of Akira Kurosawa in films with reference to some of his best work
- 4) What do you understand by the term "New Value Film"? who are the chief architects of such films in India
- 5) What is Cross Cultural Cinema- Explain with some examples

**Short Note:**

- a) Music Director
- b) Oscar ceremony
- c) Life of Pie

**Paper VI**

**100 Marks**

**First Half: Radio Journalism**

**50 Marks**

**Module: One**

- 1) Has radio talk of late gained popularity? Give your answer with reasons and examples
- 2) Give a brief outline of the growth of radio broadcasting in India before Independence.
- 3) Write a radio talk on Suchitra Sen
- 4) Discuss the role of radio news-editor and news-producer
- 5) Briefly discuss the elements that can enhance the popularity of radio channels

**Short Note:**

- a) Audience Research
- b) Producer
- c) Radio Newsreel

**Module: Two**

- 1) How radio can be used as a medium to serve 'education for all'?
- 2) Write in detail about BBC
- 3) In India where literacy rate is not so high, radio has a free access to remote villages. Do you think radio is more acceptable than newspaper as a mass medium in India
- 4) Do you think that national programmes of All India Radio reflect the spirit of India?
- 5) F.M. has changed the face of radio broadcasting. Do you support this view.

**Short Note:**

- a) Community Radio
- b) SFX
- c) Radio Jockey

**Second Half: Television Journalism****50 Marks****Module: Three**

- 1) Do you think that Anchoring has added a new dimension in TV journalism
- 2) Television Interview gives us new experience. Do you agree?
- 3) What is the effect of television on child psychology? Considering the cartoon viewing habit of children write your answer
- 4) Write in brief about the 'the live sports coverage on television' You can use IPL 20 as an example to write your answer.
- 5) Write in details with examples about the three basic camera shots which are essential in TV program

**Short Note:**

- a) Use of Clipping
- b) Live coverage
- c) Television Anchoring

**Module: Four**

- 1) What do you think about an ideal an ideal “talk show”? Considering the popular talk shows on television talk shows on television write your answer
- 2) Serials have occupied important position in Television broadcasting. Do you agree? Discuss
- 3) Describe pre-production stages of a TV interview
- 4) In the era of massive popularity of reality shows do you think that these programmes are very down-to-earth? Considering the popular reality shows in different channels write your answer
- 5) Mention the changes been made by the use of software’s in TC editing?

**Short Note:**

- a) News Magazine
- b) Outside Coverage
- c) TV editing

**Paper VII**

**100 Marks**

**First Half: Advertising**

**50 Marks**

**Module: One**

- 1) Create a 30 second story board for an FMGC targeted at the youth
- 2) Good advertising creates market segmentation. Do you agree.
- 3) Discuss the socio economic context of advertising
- 4) Do you think that the modern advertisement provide boost to consumerism? Discuss with example
- 5) Discuss the criteria of selecting media for advertisement.

**Short Note:**

- a) Sales Promotion
- b) Brand positioning
- c) Corporate advertising

**Module Two**

- 1) Research in advertising is not just limited to feedback, but is the first step in the advertising process.
- 2) Internet advertising is all about innovation. Do you agree? Why
- 3) What are the main elements of determining an Ad. Budget.
- 4) What are the ethical standards considered important for advertisement on television.

- 5) Does law and advertisement has any relation in reality. View your view.

**Short Note:**

- a) Ad Budget
- b) Surrogate Advertisement
- c) Media Strategy

**Second Half: Public Relations**

**50 Marks**

**Module: Three**

- 1) With great transparency in corporate affairs, the role of public relations has changed. Discuss
- 2) Public relations perform a supporting role to larger management objective. Do you agree? Why
- 3) Design a PR campaign for the Golden Jubilee Celebration of a college.
- 4) Do you think the role of Public relations has increased with greater corporatization? Explain
- 5) Discuss the role of Public relation in the image management of a celebrity

**Short Note:**

- a) Research in PR
- b) PR Planning
- c) PR and propaganda

**Module: Four**

- 1) The only yardstick of successful Public Relations is good media coverage. Do you agree? Why
- 2) What are the important guidelines for organizing an effective Press conference
- 3) How a PR for a government dept. or organization different from that for the private sector? Explain
- 4) What are the important guidelines for bringing out a House Journal?
- 5) What qualifications are required for a PRO in this age of New Media.

**Short Note:**

- a) House Journal
- b) Press Release
- c) PR and marketing

**Paper VIII**

**100 Marks**

**1st Half (Written Segment and Anchoring)**

**50 Marks**

**Write ad slogan (within ten words). Mention the target audience**

- a) Launching of a cold drink
- b) Baby oil
- c) Mustard oil

**Write a press release for your college based on the data (00 words) given below**

- a) A film festival at college auditorium
- b) Film made by department students

**Write a TV script of five minutes duration**

- a) Old books shops in Kolkata
- b) Santiniketan

**Prepare a radio script with suitable songs on New Year Eve. (10 mins duration)**

**Write a report on annual cultural function of a company for its house journal**

**2nd Half (Video Documentary and Computer)**

**50 Marks**

Display ad layout on any topic

Power point presentation on ad campaign for HIV AIDS awareness

**Part III (Honors)**

**Paper V**

**100 Marks**

**First Half: National and International Affairs**

**50 Marks**

**Module: One**

- 1) In the context of Lokpal Bill issue, discuss the emergence of the Aam Admi Party in Indian Political Scenario
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- a) India's Five Year Economic Plan
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**Short Note:**

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**Second Half: Visual Media**

**50 Marks**

**Module: Three**

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**Short Note:**

- a) Music Director
- b) Oscar ceremony
- c) Life of Pie

**Paper VI**

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**First Half: Radio Journalism**

**50 Marks**

**Module: One**

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- 6) Write a radio talk on Suchitra Sen
- 7) Discuss the role of radio news-editor and news-producer
- 8) Briefly discuss the elements that can enhance the popularity of radio channels

**Short Note:**

- a) Audience Research
- b) Producer
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**Module: Two**

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**Short Note:**

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**Second Half: Television Journalism**

**50 Marks**

**Module: Three**

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**Short Note:**

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- c) TV editing

**Paper VII**

**100 Marks**

**First Half: Advertising**

**50 Marks**



**Module: One**

- 1) Create a 30 second story board for an FMGC targeted at the youth
- 2) Good advertising creates market segmentation. Do you agree.
- 3) Discuss the socio economic context of advertising
- 4) Do you think that the modern advertisement provide boost to consumerism? Discuss with example
- 5) Discuss the criteria of selecting media for advertisement.

**Short Note:**

- a) Sales Promotion
- b) Brand positioning
- c) Corporate advertising

**Module Two**

- 1) Research in advertising is not just limited to feedback, but is the first step in the advertising process.
- 2) Internet advertising is all about innovation. Do you agree? Why
- 3) What are the main elements of determining an Ad. Budget.
- 4) What are the ethical standards considered important for advertisement on television.
- 5) Does law and advertisement has any relation in reality. View your view.

**Short Note:**

- a) Ad Budget
- b) Surrogate Advertisement
- c) Media Strategy

**Second Half: Public Relations****50 Marks****Module: Three**

- 1) With great transparency in corporate affairs, the role of public relations has changed. Discuss
- 2) Public relations perform a supporting role to larger management objective. Do you agree? Why
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**Short Note:**

- a) House Journal
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**Paper VIII**

**100 Marks**

**1st Half (Written Segment and Anchoring)**

**50 Marks**

**Write ad slogan (within ten words). Mention the target audience**

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**Write a report on annual cultural function of a company for its house journal**

**2nd Half (Video Documentary and Computer)**

**50 Marks**

**Display ad layout on any topic**

**Power point presentation on ad campaign for HIV AIDS awareness**

- a) Behala still waterlogged
- b) News picture – 15 cm\*4 col.
- c) Solus Ad- 20cm\* 3 col.

**Design a web page of a daily newspaper with the following items using page making software.**

- a) RBI increase Bank rate
- b) Flood situation worsens
- c) Sarabjit to be freed
- d) Nuke Deal in crisis
- e) Two news pictures
- f) Advertisement

**Prepare an international page of a daily newspaper with the following items using necessary software.**

- a) Tibetan take part in Olympic torch today
- b) Hilary will join Obama on campaign trail
- c) Maoists want Amit to quit
- d) Two news picture i) 15cm\*2 col. ii) 10 cm\*3 col.

**Short answer type Questions on Current Issues**

**10 Marks**