PG Even Semester Examination, September, 2023

JOURNALISM & MASS COMMUNICATION

(2nd Semester)

Course No: JMCC-203
(Introduction to Media & Communication)

FM: 70
Pass Marks : 28
Time: 3 Hours

The figures in the right margin indicate full marks for the question.
Answer any five questions, taking one from each unit.

UNIT-I

1. (a) Discuss the S-M-C-R-E model of communication. 7

   (b) Explain the different types of non-verbalcommunication. 7

2. (a) Denis McQuail's definition of mass communication does not hold good in the 21st century. Why? 7

   (b) Explain the different types of verbal communication. 7

UNIT-II

3. (a) Discuss the normative theories of the press. 7

(b) Explain the 7C's of effective communication. 7

4. (a) Critically examine the role of media in a democracy. 7

(b) Examine the role of the MacBride Commission in addressing the imbalance in the global flow of information. 7

UNIT-III

5. (a) What is Media literacy? Discuss the importance of Media Literacy education in the 21st century. 2+5=7

(b) Explain the Agenda Setting Theory of the media. 7

6. (a) Describe the role and function of radio as a mass medium in India. 7

(b) Critically examine the changing characteristics of TV news in India. 7

UNIT-IV

7. (a) What is digital convergence? How has it led tothe telecommunication revolution in India? 2+5=7

(b) Explain the difference among broadcasting, narrowcasting and podcasting. 7

8. (a) How does a camera work? Explain aperture, shutter-speed, white balance and depth of field. 3+4=7

(b) What is composition? Explain with diagram the rule of thirds in composition. 2+5=7

UNIT-V

9. (a) Mention 7 important points to consider while shooting for a video production. 7

(b) What is digital journalism? What are the qualities required to be a digital journalist? 2+5=7

10. Write short notes on any two: 7x2-14

(a) Internal and External Publics

(b) Global Village

(c) Barriers of Communication

(d) 7 Shot Sizes

(e) MoJo

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