



WEST BENGAL STATE UNIVERSITY
B.A. Honours 3rd Semester Examination, 2020, held in 2021

JORACOR05T-JOURNALISM AND MASS COMMUNICATION (CC5)

INTRODUCTION TO BROADCAST MEDIA

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **ten** questions from the following:

2×10 = 20

- (a) What is sound culture?
- (b) What is non-sync sound?
- (c) What is Digital Image?
- (d) What is Exposure in camera Language?
- (e) What is voice over?
- (f) What is storyboard?
- (g) What is Dolly-in?
- (h) What is helicopter shot?
- (i) What is Voice of India?
- (j) What is Newsreel?
- (k) What is News Production Cycle?
- (l) What is News Formulae?
- (m) What is Sound Scape?
- (n) What is Visual Culture?
- (o) What is Birds eye view shot?

2. Write Short notes on any **three**:

5×3 = 15

- (a) Sound Design
- (b) Basics of an image
- (c) News Capsule
- (d) Types of Camera shots in TV
- (e) AIR
- (f) Types of Microphones.

3. Answer any *one* question from the following:

15×1 = 15

- (a) Characterise Radio as a medium of Communication with reference on FM Radio.
- (b) Trace the history of Images from TV image to Digital image.
- (c) What are the different ways of editing TV news? Give examples.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

—x—