



WEST BENGAL STATE UNIVERSITY
B.A. Honours 3rd Semester Examination, 2022-23

JORACOR06T-JOURNALISM AND MASS COMMUNICATION (CC6)

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.*

NEW SYLLABUS

MEDIA AND CULTURAL STUDIES

1. Answer any **five** questions from the following: 2×5 = 10
 - (a) Define active audience.
 - (b) What is the role of signs in culture and society?
 - (c) What is popular culture?
 - (d) Write two characteristics of women as audiences.
 - (e) What do you understand by folk culture?
 - (f) How live performance is creating fandom?
 - (g) What are the three types of codes in media?
 - (h) Define mass culture.

2. Write short notes on any **two** of the following: 5×2 = 10
 - (a) Political Economy
 - (b) Technological Determinism
 - (c) Representation of caste in movies
 - (d) Uses and gratification approach.

3. Answer any **three** questions from the following: 10×3 = 30
 - (a) What is fandom? Explain how fandom can revive the folk culture.
 - (b) Elaborate the concept of representation of gender in Indian media.
 - (c) Discuss how new media has been gradually changing the popular cultural forms.
 - (d) What do you understand by Discourse Analysis? Discuss discourse analysis as a method for analyzing media content with relevant examples.
 - (e) Discuss media as Cultural Industry in the light of Frankfurt School.

OLD SYLLABUS
HISTORY OF THE MEDIA

1. Answer the following questions: 2×5 = 10
- (a) Which cartoon series did Richard Felton Outcault create?
 - (b) Who started Jugantar Patrika during the freedom struggle and when?
 - (c) When was colour television introduced in India?
 - (d) Give the full form of DSLR.
 - (e) Mention two newspapers founded by Ambedkar.
2. Answer any *two* questions from the following: 5×2 = 10
- (a) Write a brief note on Prasar Bharati Act.
 - (b) Write a note on Yellow Journalism.
 - (c) Write a brief note on silent era of Indian cinema.
 - (d) Write a note on Commercialization of Indian TV.
3. Answer any *three* questions from the following: 10×3 = 30
- (a) Mahatma Gandhi is one of the greatest journalists of India. Do you agree? Illustrate your viewpoints.
 - (b) Today people are interested in radio programs because of the resurgence of F.M. Explain with illustrations of different F.M. programs.
 - (c) In a mad haste to 'break' the news and propagate the sponsored idea in place of the essential news, yellow journalism is slowly getting destructive. Illustrate with examples.
 - (d) Discuss the growth of language newspapers in India. How do you see the future of language newspapers in India? Explain. 6-4
 - (e) Discuss the role of Indian Television in transforming society.

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