



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 6th Semester Examination, 2023

DSE-P3-MASS COMMUNICATION AND JOURNALISM

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

**The question paper contains *two* papers: DSE-3A and DSE-3B.
The candidates are required to answer any *one* from *two* papers.
Candidates should mention it clearly on the Answer Book.**

DSE-3A

MULTIMEDIA JOURNALISM

GROUP-A

Answer any *four* questions

3×4 = 12

1. What is Nut Graph?
2. Who are interactive users?
3. What is Inverted Pyramid?
4. What is 'focal point' in photography?
5. What is an audio byte?
6. Explain the importance of 'key words'.

GROUP-B

Answer any *four* questions

6×4 = 24

7. What is effective interview? How many types of interviews are there?
8. What are the basics of multimedia reporting?
9. What is an online interview? Explain 'synchronous' and 'asynchronous' types of online interview.
10. Explain any three basic differences between audio-visual media and print media.
11. How is 'quote' different from 'attribution'? Explain with examples.
12. Discuss the process involved while making /creating an idea for a story.

GROUP-C

Answer any *two* questions

12×2 = 24

13. Explain in detail the process involved while making an audio-visual content.

14. Elaborate on the characteristics of multimedia interactivity.
15. Explain the importance of editing and placement of sound (different types of sound) while making a video content.
16. Explain in detail with the help of an example the importance of cut lines (caption) and photography in a photo story.

DSE-3B

ADVANCED BROADCAST MEDIA

GROUP-A

Answer any *four* questions

3×4 = 12

1. What is prime-time television?
2. What does community video mean?
3. What do the term EFP and ENG mean?
4. Give one recommendation of Verghese Committee of 1977 regarding Akaashvani and Doordarshan policies in India.
5. Explain in two sentences what do you mean by 'community radio'.
6. Write a short note on CWCR (Countrywide Classroom) project by Doordarshan.

GROUP-B

Answer any *four* questions

6×4 = 24

7. Write a brief note on participatory communication.
8. With special reference to Indian television, write a short note on children's programme.
9. Explain what do you mean by a sponsored TV programme.
10. Write a short note on Indian Soap Operas.
11. With special reference to India and abroad, write briefly about participatory video.
12. What role did FM radio play in reviving radio?

GROUP-C

Answer any *two* questions

12×2 = 24

13. Outline the various suggestions and recommendations on working group of software planning for Doordarshan (1983).
14. What are the various structures and functions of a Public Broadcast Channel in India with reference to television?
15. What are the various radio programmes for rural audience with reference to AIR India?
16. Discuss the various role of AIR as a Public Service Broadcaster in India.

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