



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**

B.A. Honours 3rd Semester Examination, 2022

**CC5-MASS COMMUNICATION AND JOURNALISM**

**INTRODUCTION TO BROADCAST MEDIA**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**GROUP-A**

**Answer any *four* questions from the following**

3×4 = 12

1. Explain the term "Vox Pop". Give examples.
2. What do you understand by the term "Radio Spot"? Give examples.
3. Name three sound editing softwares used in Radio Production.
4. What is ambience sound?
5. Explain the term "pixel" in a digital image.
6. What does 24 Hours TV News Production mean?

**GROUP-B**

**Answer any *four* questions from the following**

6×4 = 24

7. Discuss in brief the elements of a Television news story.
8. Write a brief note on construction of news as events.
9. What are the various sound recording techniques used in radio production?
10. Discuss in brief the various process of Electronic News Gathering.
11. Explain briefly the role and characteristics of television as a medium of mass communication.
12. What are the different steps involved in image processing?

**GROUP-C**

**Answer any *two* questions from the following**

12×2 = 24

13. Explain in detail the various types of radio programmes with relevant examples.
14. Has Doordarshan fulfilled its role as a Public Service Broadcaster? In the light of this statement, explain the role of DD as a Public Service Broadcaster.
15. Explain in detail the various types of camera movements used in Television Production.
16. How does the Radio News Room function? Explain in detail.

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