



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 6th Semester Examination, 2022

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 'rule of thirds'?
2. Define 'lead' in print.
3. What is content development?
4. What is an audio byte?
5. Define composition.
6. What is a Nut Graph?

GROUP-B

Answer any four questions

6×4 = 24

7. Explain the importance of composition in multimedia journalism in reference to photography.
8. What are the basics of multimedia reporting?
9. Explain any three basic differences between audio-visual media and print media.
10. How is a quote different from attribution? Explain with examples.
11. Differentiate between broadcasting and webcasting.
12. Explain the importance of editing and placement of sound while making video content.

GROUP-C

Answer any two questions

12×2 = 24

13. Explain in detail the elements involved in news writing for web.
14. Explain photography and cut lines as an important part of storytelling.

15. Elaborate on the strategies for effective interviewing and note taking. Also highlight the different techniques of interviewing.
16. What is a web feature story? Mention an overview of how to enable web stories on Google.

DSE-3B

ADVANCE BROADCAST MEDIA

GROUP-A

Answer any four questions

3×4 = 12

1. What is a radio jingle?
2. Which is India's first soap opera? Name its director.
3. What is community radio?
4. Write a note on TV Broadcasting in India.
5. Explain one recommendation of Chanda Committee of 1966 regarding Public Service Broadcasting policies in India.
6. When was the Prashar Bharati Act passed in India and why?

GROUP-B

Answer any four questions

6×4 = 24

7. Discuss the role of Public Service Broadcasting in India with example of Doordarshan. 6
8. What are the various types of television genre? 6
9. With special reference to radio magazine shows discuss briefly about the cultural magazine. 6
10. Write briefly about the restrictions of advertisements with special reference to Advertisement code in the Cable Network Rules of 1994.
11. What are the various impacts of private channels on Doordarshan?
12. Outline the major differences in studio and field recordings in a Television Production.

GROUP-C

Answer any two questions

12×2 = 24

13. Discuss in detail the various structures and functions of a Private Broadcast Channel in India. 12
14. What are the different conceptual framework to participatory approach to communication in development? 12
15. What is PSA? State the difference between Commercial Advertisement and PSAs. 12
16. Write a note on the difference between television and radio format of script writing. 12

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