



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
MDC 1st Semester Examination, 2023

UPOAMDC11012-COMMUNITY JOURNALISM

Time Allotted: 2 Hours 30 Minutes

Full Marks: 60

The figures in the margin indicate full marks.

SECTION-A

Answer any four questions

3×4 = 12

1. Briefly define the word 'community'.
2. What do you mean by 'Demography'?
3. What is a 'virtual community'?
4. Give two examples of 'Alternative Radio'.
5. Define traditional media.
6. What is Campus Radio?

SECTION-B

Answer any four questions

6×4 = 24

7. What is folk media? Mention two examples of folk media in India and briefly describe them.
8. Briefly describe the traditional media of North Bengal (from Malda to Coochbehar districts).
9. Is FM Radio an example of Alternative Radio? Justify your answer with sound reasoning.
10. Discuss the role of little magazines as a medium of Alternative Media.
11. What is Citizen Journalism? Is it different from community journalism? Explain.
12. Can Social Media platforms such as Whatsapp and Facebook serve the cause of community media? Give reasons for your answer.

SECTION-C

Answer any two questions

12×2 = 24

13. Explain in detail the origin and development of community media.
14. What is Alternative Media? Describe the different forms of Alternative Media in India. 6+6
15. Critically examine the mainstream media and its failure to address local, community based issues.
16. What is Development Support-Communication? Explain its role. How can community journalism serve the cause of Development Support Communication? 4+4+4

—x—