



**UNIVERSITY OF NORTH BENGAL**  
B.A. Honours Part-III Examination, 2021

**MASS COMMUNICATION AND JOURNALISM**

**PAPER-VII**

Full Marks: 100

**ASSIGNMENT**

*The figures in the margin indicate full marks.*

*Use separate Answer Books for each Half.*

**FIRST HALF**

**TELEVISION**

**GROUP-A**

1. Answer any *two* questions: 20×2 = 40
- (a) Discuss the role of Doordarshan as a public service broadcaster. Has DD comprised on its PSB principles?
- (b) How is a Television Interview carried out? Provide the examples of two popular television interview shows to support your answer.
- (c) Critically examine how private 24 hour news channels erode objectivity and balance of news presentation in India. Provide examples.
- (d) What is DTH? Is it a threat to cable television?
- (e) Discuss the legality and ethics of a sting operation. Name two sting operations conducted in India by audio visual journalists.

**GROUP-B**

2. Answer any *one* question: 10×1 = 10
- (a) Discuss the concept of “Infotainment”.
- (b) What is IPTV?

**SECOND HALF**

**FILM STUDIES**

**GROUP-A**

1. Answer any *two* questions: 20×2 = 40
- (a) Discuss the history of Hindi cinema in India.
  - (b) Assess the role of Satyajit Ray as a filmmaker.
  - (c) Discuss the role of film censorship in India. Is censorship an encroachment on the artistic freedom of the director?
  - (d) What are the different stages of film production?
  - (e) Discuss the differences between a documentary film and a feature film.

**GROUP-B**

2. Answer any *one* question: 10×1 = 10
- (a) What do you mean by sound treatment in cinema?
  - (b) Briefly explain the term:
    - (i) aspect ratio
    - (ii) shot-scene-sequence

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