



WEST BENGAL STATE UNIVERSITY
B.A. Honours 1st Semester Examination, 2022-23

JORACOR02T-JOURNALISM AND MASS COMMUNICATION (CC2)

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

NEW SYLLABUS

(History of the Media)

1. Answer any **five** questions from the following: 2×5 = 10
 - (a) Who was the founder of 'Sambad Kaumudi' newspaper?
 - (b) Which was the first newspaper published in India?
 - (c) Who was the Father of Indian Cinema?
 - (d) Who was the editor of 'Hindu Patriot'(1855)?
 - (e) Who started the Young Bengal Movement?
 - (f) What was the first talkie film in India?
 - (g) Who is known as the Father of Photography?

2. Write short notes on any **two** of the following: 5×2 = 10
 - (a) SITE
 - (b) Bal Gangadhar Tilak
 - (c) Raja Rammohan Roy
 - (d) Pinhole camera.

3. Answer any **three** questions from the following: 10×3 = 30
 - (a) What was Young Bengal Movement? Discuss the contribution of Henry Louis Vivian Derozio in Indian Journalism. 4+6
 - (b) Trace how radio became a popular mass media in India. 10
 - (c) Discuss the contribution of Nationalist Press in Indian Freedom Movement. 10
 - (d) What do you mean by 'Talkies'? Discuss the highlights of Silent Era in Indian cinema. 10
 - (e) Explain the contribution of Bhimrao Ramji Ambedkar in Indian Journalism. 10

OLD SYLLABUS

1. Answer any *five* questions from the following: 2×5 = 10
- (a) What is Intrapersonal Communication?
 - (b) What is Facebook?
 - (c) Who is known as the father of modern communication?
 - (d) What is feedback in communication?
 - (e) What is Channel in communication?
 - (f) State two limitations of Lasswell's model of communication.
 - (g) What is Agenda Setting Theory?
 - (h) What are the Normative Theories of the Press?
2. Write short notes on: (any *two*) 5×2 = 10
- (a) Cultivation theory
 - (b) Group communication
 - (c) Reception Model
 - (d) Interpersonal communication vs Mass communication.
3. Answer any *three* questions from the following: 10×3 = 30
- (a) Discuss the impact of smart phones on children.
 - (b) Briefly explain the agenda-setting theory. How the role of global media has been established in this theory? Do you agree with the view?
 - (c) Discuss the Dominant Paradigm of Communication with suitable examples.
 - (d) What factors contribute to the degree of dependence on media?
 - (e) What is communication? What are the Seven C's of communication?

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