



WEST BENGAL STATE UNIVERSITY
B.A. Honours 1st Semester Examination, 2018

JORACOR01T-JOURNALISM AND MASS COMMUNICATION (CC1)

INTRODUCTION TO JOURNALISM

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.
All symbols are of usual significance.*

1. Answer any *five* questions from the following: 2×5 = 10
- (i) Citizen Journalism is the practice of
- (A) Preparing stories that will help citizens vote in election
(B) Publishing only those stories that are of interest to politically active citizens
(C) Collaborating with the non-profit organizations to prepare news stories
(D) Inviting readers and viewers to participate in the creation of new content
- (ii) Which of the following is/are called as 'fourth estate'?
- (A) Point Media (B) Electronic Media
(C) Visual Media (D) All of these
- (iii) Information about publication of the newspaper such as editor, place of publication, printer etc. carried in the newspaper daily is
- (A) Dateline (B) Infoline
(C) Imprint Line (D) Byline
- (iv) A story appearing with the name of the writer is
- (A) Print line (B) Byline
(C) Credit Line (D) None of these
- (v) What is Embargo in journalism?
- (A) A ban on anti-government publications
(B) A ban on publications before a specific date
(C) A story which has no end
(D) None of these
- (vi) According to the Social Responsibility Theory of the press
- (A) The media have obligations toward society
(B) News media should be truthful, accurate and fair
(C) Both (A) and (B)
(D) None of these

(vii) Blogging is

- (A) Publication of personal thoughts on the web
- (B) A form of citizen journalism
- (C) Giving the readers a chance to leave comments
- (D) All of these

(viii) Joseph Pulitzer was associated with

- (A) New York Journal
- (B) New York Press
- (C) New York World
- (D) New York Sun

(ix) In the Inverted Pyramid Pattern of news writing Intro contains

- (A) A flash message
- (B) Elements of setting the stage
- (C) Facts of lesser importance
- (D) Key news points

(x) Credit Line is

- (A) Giving credit to the person responsible
- (B) Giving credit to the news source
- (C) Giving credit to the owner of the newspaper
- (D) None of these



2. Answer any *four* questions from the following:

10×4 = 40

- (a) "With the expansion of the web and the ever decreasing size and cost of camera phones, the ability to commit acts of journalism is spreading to everyone". In this context, how do you see Citizen Journalism as an emerging area.
- (b) News values are elements of stories that journalists have used for decades to assess and determine whether an event is worth sharing. How relevant do you think is this statement in modern newspaper writing? Discuss.
- (c) Do you think newspaper can build public opinion? Discuss with examples.
- (d) Do you think new sources make news? Discuss with examples.
- (e) The basic role of media in a democracy should be that of a watchdog. Do you think that the Indian Media is playing this role properly?
- (f) Briefly explain the news process i.e. from the occurrence of the event to the readers.

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WEST BENGAL STATE UNIVERSITY
B.A. Honours 1st Semester Examination, 2018

JORACOR02T-JOURNALISM AND MASS COMMUNICATION (CC2)

INTRODUCTION TO MEDIA AND COMMUNICATION

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.
All symbols are of usual significance.*

1. Answer any *five* questions from the following: 2×5 = 10
- (i) Twitter was founded in
- (A) March 21, 2006 (B) April 21, 2006
(C) March 21, 2007 (D) April 21, 2007
- (ii) Which level of communication is the foundation for all other forms of communication?
- (A) Intra personal communication (B) Inter personal communication
(C) Group communication (D) None of these
- (iii) Who wrote the book "Personal Influence: The Part played by the people in the flow of Mass Communication"?
- (A) Elihu Katz and Paul F. Lazarsfeld
(B) Elihu Katz and Bernerd Berelson
(C) Paul F. Lazarsfeld and Joseph Klapper
(D) Bernerd Berelson and Joseph Klapper
- (iv) The theory which says that individuals respond differently to the mass media according to their psychological needs is known as
- (A) Social Categorize Theory (B) Magic Bullet Theory
(C) Individual Difference Theory (D) Personal Influence Theory
- (v) Two areas that look fruitful for the Alternative Paradigm for Social change are
- (A) Diffusion of Innovation and Entertainment Education strategies
(B) Participatory Action Research (PAR) and Empowerment
(C) Top-down Method of Communication and Social Marketing Approach
(D) Social Psychology and Marketing & Advertising

(vi) Mediated communication is the sharing of message:

- (A) With a large widespread audience
- (B) Face to face basic
- (C) For the purpose of entertainment
- (D) Conveyed through an interposed device

(vii) In media studies 'Converging' means

- (A) Two or more people in public
- (B) Different professional ideas about media
- (C) Computer-telephone and mass media technology
- (D) Mass media and mass communication

(viii) The process of gate keeping is:

- (A) the amount of feedback that returns to the source
- (B) how messages to consumers are constructed
- (C) how mass communication affect inter-personal communication
- (D) how rating data will be interpreted by the media

(ix) Communication is a

- (A) Theory
- (B) Strategy
- (C) Process
- (D) None of these

(x) Mathematical Model of Communication was developed by

- (A) Wilbur Schramm
- (B) Charles and Osgood
- (C) Claude Shannon and Warner Weaver
- (D) None of these

2. Answer any **four** questions from the following:

10×4 = 40

- (a) Critically analyze the effect of Smart Phones on the Indian Youth.
- (b) Do a comparative analysis between the Authoritarian and Libertarian Theory of Press?
- (c) Nowadays the big media houses set agendas and the rest follow suit. Explain this concept with agenda setting theory perspectives with examples.
- (d) Explain in detail how the Personal Influence Theory finds possibilities for convergence, across polarised perspective.

(e) Write short notes on any **two** of the following:

5×2 = 10

- (i) Ritual or Expressive Model
- (ii) Publicity Model
- (iii) Reception Model
- (iv) Transmission Model

(f) Briefly discuss about Mass Society. Do you think that only mass media creates Mass Society? Give suitable examples.

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