WEST BENGAL STATE UNIVERSITY

B.A. Honours 5th Semester Examination, 2020, held in 2021

JORACOR12T-JOURNALISM AND MASS COMMUNICATION (CC12)

ADVANCED BROADCAST MEDIA

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.

1.   Answer any *ten* questions from the following: 2×10 = 20

  (a) What is Public Service Broadcasting?

  (b) What is Campus Video? Give example.

  (c) Why is TV called the Idiot Box?

  (d) Name two children's programme broadcasted from TV.

  (e) What is Prime Time?

  (f) What is reconstruction of TV news? Give examples.

  (g) Name two animated cartoons shown on Indian TV.

  (h) When was Prasar Bharati established?

  (i) What is Doordarshan? When was it established?

  (j) What is Participatory Communication?

  (k) When was FM Radio started in India? What is the full form of FM?

  (l) What is Mixing in TV?

  (m) What is Radio Talk? What does it comprise of ?

  (n) What is Reality TV?

  (o) What is Programme Re-creation?

2.   Write short notes on any *three* from the following: 5×3 = 15

  (a) Public Service Broadcasting Model

  (b) Community Video

  (c) Big Boss 14

  (d) ENG and EFP

  (e) Music Video

  (f) Reality shows.

3.   Answer any ***one*** question from the following: 15×1 = 15

   (a) How does Community Radio help to bring in Social Change? Explain your answer with examples.

   (b) How does Reality TV shows affect Society? Explain with examples.

   (c) Write down the steps writing a Radio Script. Give examples.

   N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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