

**Under Graduate 1<sup>st</sup> Semester Examination, 2024**

**Multidisciplinary Course for Under Graduation (UG)**

**Media and Society: An Introduction to Communication & Journalism**

Time – 3 hours

Full Marks – 40

*Marks are indicated in the margin*

**Group A : Foundations of Media and Communication (20 Marks)**

Q1. Differentiate between verbal and non verbal communication. What are the elements that can be identified in a communication process? Write a detailed note on the origin and growth of television in India.

5+5+10=20

or

Q2. Discuss the impact of media on society with suitable examples. Write a note on the role of community media in developing society.

15+5=20

**Centre for Journalism & Mass Communication, Vidya-Bhavana, Visva-Bharati**

**Under Graduate Multidisciplinary Course 2024**

Media and Society: An Introduction to Communication & Journalism

**Semester I**

End Semester Examination

**Group B (Basics of Journalism Theory)**

**Time: 2 Hours**

**Full Marks: 20**

**Questions are of value as indicated in the margin**

Answer any **one** of the following questions

1. Describe in detail the steps involved in the editing process of a newspaper. (20)
2. What are the three dimensions within a news story which can help in measuring the degree of hardness or softness of the news? Give two examples of soft news and two examples of hard news to demonstrate your understanding of the three dimensions of news stories. (10+5+5= 20)
3. Name and explain in brief at least ten important elements in the layout of a print newspaper. (20)

**Centre for Journalism & Mass Communication**

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**B. A. MDC Examination 2024**

**Media & Society: An Introduction to Communication & Journalism**

**Group C: Practical (Communication Skills)**

**Full Marks: 20**

*Answer any one of the following*

1. Write a news story of around 150 words with suitable headline based on the following information - 15 + 5

DV school's bus - bus ran off Mall Road - Mussoorie - narrowly missed electricity pole- 9:40am - came to rest in a garden - most of the bus windows smashed - more than 30 children on the bus - going to DV School of Upper Hill Cart Road - 36-seater bus - all children escaped serious injury - some of them jumped out of the bus and grazed themselves - eye-witnesses the children were helped from the bus screaming and shouting - children were in state of panic - on 24th February, Monday - Ms. R. Sharma, school staff was in bus - regular driver was on leave - ice skids the bus on road - Principal DK Singh promised necessary action - guardians demand arrest of the driver

2. Develop a detailed plan for multimedia content on any one of the following news story: 20

- (i) Cloudburst in Uttarakhand Kedarnath kills thousands
- (ii) Visva-Bharati is declared by UNESCO to be the first living world heritage university

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Semester III (Group A and Group B)

End Semester Examination

Full Marks: 40

Time: 3 Hours

**Group A**

Answer any one question from the following

1. Discuss media evolution in detail starting from ancient period. 20
2. Discuss types of media and associated communication channels. 20

**Group B**

Answer any one question from the following

1. From facts supplied here write a news of four paragraphs and a headline. 4 X 5= 20
  - a) Undergraduate multidisciplinary courses will be changed on the basis of evaluation of its continuation over last three years.
  - b) A press release of University Grants Commission informed this yesterday.
  - c) A press conference was addressed by UGC Chairman on first three year mid-term evaluation of New Education Policy 2020.
  - d) To enable first year exit to be employment worthy, UGC is considering to introduce local level vocation programmes keeping in mind need of the local government and industry.
  - e) Universities are asked to complete their own surveys of such opportunity based employability segments involving colleges to draw a tentative plan.
2. What is news? Discuss its characteristics. 5 + 15= 20

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Semester III (Group C)

End Semester Examination

Full Marks: 20

Time: 1 Hour

1. How did Poush Utsav 2024 in Santiniketan celebrate culture and tradition? - Write a newspaper report / official podcast script / television news script / official Facebook post within 300 words. 20