

Centre for Journalism and Mass Communication, Visva-Bharati

M.A. in Communication & Journalism

Semester II End Semester Written Examination

Paper VII: Fundamentals of Development Communication

Full marks: 40

Time: 3 hours

Answer any two questions from 1-5. Question number 6 is compulsory.

1. How and why does the concept of development vary? Does communication input vary according to development of concepts? 7.5 + 7.5 = 15
2. Discuss Tagore and Gandhi's development approaches outlining their common positions and differences. 5 + 10 = 15
3. Development communication in reality is older than the coinage of the term Development Communication - Elaborate on this statement. 15
4. Why the world felt the need to look beyond 'Mass Media for Development'? How this need developed into Devcom approaches other than 'Mass Media for Development'? 5 + 10 = 15
5. As you go for deciding on communication strategy for rural development, what are the types of communication you would consider? Does the framework of communication spectrum help in Devcom strategy? 10 + 5 = 15
6. Write **two** short notes (each not more than 500 words): 5 x 2 = 10
 - a. Devcom for health as development problem
 - b. Development Support Communication
 - c. Critique of Diffusion of Innovation
 - d. Westernisation in Indian Civilisation

Centre for Journalism and Mass Communication

MA Semester II Examination 2025

Paper VIII: Audio Production

Group A: Audio Production Concepts

Full Marks: 20

Time: 2 hours

Marks are indicated in the margin

Answer **any two** of the following questions (Q1 – Q4) and **Q5** is compulsory

- Q1. Elaborate the origin and growth of radio in India mentioning important milestones. Write a note on the narrowcasting feature of radio. 5+2.5=7.5
- Q2. FM stations have rejuvenated radio listeners' preferences in India. Justify it with instances on the role played by FM radio programming in enhancing entertainment quotient for listeners. 7.5
- Q3. Differentiate between dynamic microphone and condenser microphone. Mention briefly the importance of sound effect (SFX) in audio production. 5+2.5=7.5
- Q4. What are the challenges that a radio enthusiast must take into consideration while preparing a radio feature. Explain the role of digital medium in structuring radio program. 5+2.5=7.5
- Q5. Write a radio news story (in script form) of one minute duration on any contemporary issue of national/international importance. 5

Centre for Journalism and Mass Communication, Vidya-Bhavana, Visva-Bharati

MA in Communication & Journalism Examination, 2025

Semester II

Paper IX: Television Production

Time: 2 Hours

Full Marks: 20

Answer **any two** of the following

1. Trace the evolution of television in India with emphasis on its role in communication, education and national integration. 10
2. Define television genre. Explain how genre conventions developed and how hybrid genres are shaping contemporary Indian television programming. 10
3. Explain the process of ideation, research and scripting in the development of a fiction/non-fiction television programme with relevant examples. 10
4. Describe the audio-visual technical elements involved in producing a multi-camera television talk show. 10

Centre for Journalism & Mass Communication
Visva-Bharati
M. A. Semester II, 2024-25
Paper X: Online Media

Time: 2 hours

Full marks: 20

Marks are indicated in the margin.

Group – A

Answer any one of the following questions

1. Cyber-culture is revolutionizing society in multiple dimensions both at micro and macro levels. – Discuss this statement with relevant examples and necessary justifications. 10
2. Write short notes on *any two* of the following: 5 x 2 = 10
 - (i) Transformations from mass society to network society
 - (ii) Triggers behind the rise of citizen journalism
 - (iii) Impact of OTT on audience experience of fictional narratives
 - (iv) Social media forming individual identity

Group – B

Answer any one of the following questions

3. Develop a detailed plan for a multimedia package with storyboarding on issues of app-based workers in India. 10
4. Write short notes on *any two* of the following: 5 x 2 = 10
 - (i) News in the form of Game
 - (ii) Different forms of video reports for online journalism
 - (iii) Non-linearity and multivocality as hypertextuality
 - (iv) Data journalism as new form of storytelling

Centre for Journalism and Mass Communication

MA Semester II Examination 2025

Paper XI: Film Appreciation

Group A: Film Movements

Full Marks: 20

Time: 2 hours

Marks are indicated in the margin

Answer **any two** of the following questions (Q1 – Q4) and **Q5** is compulsory

Q1. *Documentary is the creative representation of actualities.* Justify the statement by discussing a documentary of your choice as an example. Briefly mention how documentary varies from any fictional production. 6+1.5=7.5

Q2. Taking reference from at least three films by three different directors, discuss how Indian parallel cinema emerged as experimentation and an alternative means of societal depiction. 7.5

Q3. Explain how cinema emerged as means of conveying powerful information by taking films from any particular international film movement of your choice. 7.5

Q4. Early days of cinema set the foundations of its technicalities as well as fan following culture. Providing references, explain the growth of cinematic medium during the silent era. 7.5

Q5. Write a short note on **any one** of the following- 1x5 = 5

- a) Satyajit Ray's contribution as a filmmaker
- b) Hay's Code and changes in Hollywood films
- c) *The 400 Blows* representing French New Wave Cinema
- d) Evolution of Sound Films

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Semester II

Paper XII: Indian Culture, Heritage & Folk Media

Time: 2 Hours

Full Marks: 20

Questions are of value as indicated in the margin

Group A

1. The plurilingual storytelling traditions of The Mahabharata and The Ramayana challenge the dominant discourse of colonial history making process. Comment with suitable examples. 10

Or,

The 'culture industry' has been playing a major role in mapping and documenting the evolution of Indian 'Folk' traditions since 1948. Comment with reference to the film text of *Kalpana*. 10

Group B

2. The Santiniketan ashrama was designed to bridge the gap between the neo-bourgeois intelligentsia and the masses. Do you agree? Comment with suitable examples. 10

Or,

What is the relevance of Rabindranath's project on 'Rural Reconstruction' in drafting policies for the rural sectors of India? 10