

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

M.A. Semester I Examination, 2024

Paper I: Communication Theory & Practice

Full marks: 40

Time: 3 hour

Answer only one question each from Group A (1-2) & Group B (3-4)

Short note section is compulsory

(Use of correct language and answer sticking to points asked in question is expected)

Group A

1. Give a diagrammatic presentation of the phenomenon of Communication. Discuss ontological types of the phenomenon. 5+10=15
2. Many theories have been developed in India beginning with the period of the Rg'ved. What perspective of the country's understanding of communication guided the theory making? Discuss one theory. 10+5=15

Group B

3. What are the challenges posed to human communication in AI age? Is machine Communication emerging as a rival to human communication? 10+5=15
4. Discuss a framework to understand relation among new subjectivity, performance and spectacle. 15

Short Note

Write note within 300 words for any two of the topics given below taking one from (a) & (b) and one from (c) & (d) 5x2=10

- a) Difference between Eastern & Western perspective
- b) Axioms of Communication
- c) Prosumer's media literacy
- d) Mass Society

Centre for Journalism & Mass Communication
M. A. Semester I Examination, 2024
Paper II: Fundamentals of Journalism

Time: 2 hours

Full marks: 20

Marks are indicated in the margin.

Group A: Reporting and Writing

Answer any one of the following

1. Develop interview questionnaires for different stakeholders to cover news on *any one* of the following topics – 10
 - a. Kolkata Bookfair: Booksellers smell OTT influence in youngsters' interest in crime thrillers
 - b. 6 months after London riot, 11 families return to smashed homes
2. Answer any five of the following questions: 5x2 = 10
 - a. Write headline for the following:
The Delhi Police on October 3 arrested Prabir Purkayastha, founder and Editor-in-Chief of news portal NewsClick and its Human Resources head Amit Chakraborty in an alleged terror case. Deputy Commissioner of Police (PRO) Suman Nalwa said that a total of 46 "suspects", including nine women, were questioned and their phones, laptops and devices seized for further examination. She added that proceedings were on and two persons had been arrested thus far.
 - b. Write headline for the following:
Finance Minister Nirmala Sitharaman sprang a surprise by making three novel proposals in the Union Budget presented to Parliament on Friday. Business houses generating 500 jobs a year will be granted a 50% tax rebate and business houses adopting 10 backward villages will be totally exempted from taxes.
 - c. State the contribution of N. Ram in Indian journalism.
 - d. What are the roles of nut-graph and transitions in news writing? 1+1
 - e. Identify the stakeholders to cover a news on the Bengal government's launch of a bus tracking app. ---
 - f. Why do you think print media remains relevant in India despite digital competition?

Group B: Editing and Designing

Answer any one of the following

3. Develop a dummy layout design based on the following news in the given format for the front page of a daily newspaper publishing from Kolkata: 10

Advertisements

Solus advertisement: Vitel Cement (2 x 6)

Stories to choose from for the front page:

- i. Jharkhand actor murder case: Kolkata cops arrest Riya Kumari's husband (18 col cm.)
- ii. 80% of PM2.5 in Kolkata air generated locally: Report (5 col cm.)
- iii. Messi room in Qatar to turn into museum (3 col cm.)
- iv. New West Bengal Governor cooperating with State government: Mamata Banerjee (8 col cm.)
- v. Social media is divisive, driven by narrowness, Shah Rukh Khan says at the Kolkata International Film Festival (3 col cm.)
- vi. This winter turning out to be sweet for moa makers (18 col cm.)
- vii. Ukraine's deepening engagement with India revealed in high-level letters (12 col cm.)
- viii. Election Commission says ready with remote EVM which will enable migrants to vote outside their States (12 col cm.)
- ix. Drill shows Kolkata hospitals ready to tackle Covid emergency (5 col cm.)
- x. Illegal infiltration, trans-border smuggling among issues discussed at EZC meet (20 col cm.)
- xi. PM Modi to launch projects worth over ₹7,800 cr in Bengal, flag off Vande Bharat Express (12 col cm.)
- xii. YouTuber shot in car on NH16 (4 col cm.)
- xiii. EC resolution on JU election (6 col cm.)

4. Edit the following to make a round about 350 words' news report: 10

An important sports match will be held this Sunday at the Capitol Indoor Stadium. Competitors from around the world gather in Beijing to compete for the Gold medal. Competition will begin in the evening of Sunday at 7:00 PM, at the capitol facility located 56 Zhongguancun South Street, Beijing, China built in 1968.

Russian Olympic Company Figure Skating coach, Eteri Tutberidze, said his team hopes to add another win to their nearly perfect record. "We hope to come out of this match as principal curling team of the region--." Tutberidze says his team can do so well because they used to walking on ice, between twenty team members a half dozen are mailmen. Parties that make a living negotiating winter sidewalks are qualified experts at sports played on ice, Tutberidze stated.

The host team expects a total of 25 curlers to participate in the whole tournament Sunday 20th February in Capitol Falls Statidum, but team members are worried that unseasonably warm weather will effect the ice. Its a bee in the bonnet for Nathan Chen, this years strongest sweeper. He has lived in northern Minnesota, USA for a total of 9 years, five of them as a professional curler. He moved to the States after making an investigation of best sites too improve his skill. Asked if he believed warm temperatures will affect the tournament, he said, "I believe the unseasonably warm weather will force costly changes to our plans, but the bonspiel will go on!"

A keen curler since he was seven, this tournament will impact Mark Kondratiuk's planned international professional bid. "I'm counting on my teammates," he says. "Their skill on the rink will determine whose broom makes it to the championships. I like to compete. If we're behind, I just get tougher. I don't take things laying down."

The Wrold news media is keeping a close watch on this event. It's predicted that if the host country should win, it's top curlers will become serious contenders for international competition. The Winning Club also recieves a sum of \$25,000.00 in cash toward future travel. "I believe in the principal that curlers should be able to participate regardless of they're financial status," said Tutberidze. At the present time, there are six students on the 20-member team who barely have the money to pay rink fees. What Kondratiuk says about this difficulty is that scholarships should be offered on a regional level also to promising curlers. He thinks alot of curlers would agree and he's aiming to use his growing fame to make the sport more financially remunerative for its participants. "We need to make this sport pay off," he added. "The way to do that is to get more international and national media exposure." He added that it's a no-brainer that the curler who's brush moves with the greatest skill at this event will likely become a household name. "I hope that name will be mine!"

The general public is welcome watch the important event. There are tickets still available to the general public for \$300 dollars upon request from Ticketmaster or at the venue, 56 Zhongguancun South Street.

[Word count: 530]

Centre for Journalism and Mass Communication, Visva-Bharati

M.A. 1st Semester Examination, 2024

Paper III (Media Organization Management, Ethics and Laws)

Time – 3 hours

Full Marks – 40

Answer questions from both Group A and Group B. Marks are indicated in the margin

Group A : Media Organization Management (20 Marks)

Answer the following questions-

Q1. The changing pattern of media ownership in India has significantly contributed to the growth of media and entertainment industry. Justify the statement explaining the various types of media ownership that can be identified along with suitable example. Add a note, with example, on the impact of media convergence as a means of breaking cultural hegemony. 7+3=10

or

Write a detailed note on media economy. Mention the importance of various digital marketing means that are employed to boost revenue. 7+3=10

Q2. Write note on **any one** of the following- 10

- a) Structure of any Indian media organization
- b) Characteristics of media industry with detailed explanation
- c) Foreign Direct Investment in Indian media
- d) Management principles that an electronic media organization should employ

Group B : Media Ethics and Laws (20 Marks)

Answer the following questions-

Q3. Differentiate between ethics and morals. Explain taking any relevant or hypothetical situation how the decision making/judgement of an individual belonging to different ethical perspectives would vary related to the outcome of that situation. 3+7=10

or

Trials by media have always been a matter of ethical concern. In light of the statement, discuss the consequences of media trials with various suitable cases (at least three) mentioning the ethical stand related to those cases. Add a note on the process of filing an RTI by an Indian citizen. 8+2=10

Q4. Write note on **any one** of the following- 10

- a) Ethical principles that an online journalist should follow
- b) Freedom of Press in India with relevant cases
- c) Contempt of Court and their exemptions
- d) Cinematograph Act 1952 and its inclusions through amendment

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M.A. 1st Semester Examination, 2024

Paper IV (Visual Communication and Photo Journalism)

Time – 2 hours

Full Marks – 20

Marks are indicated in the margin

Group A : Visual Communication (10 marks)

Answer **any one** from Q1-Q3 with Q4 being compulsory-

Q1. Write a detailed note on the various types of visual communication that are employed in media. Elaborate on the skills that a visual communicator should harness. 3+2=5

Q2. The field of visual semiotics has redefined the understanding of visual texts. In the light of the statement, explain the various concepts related to visual semiotics with suitable examples. 5

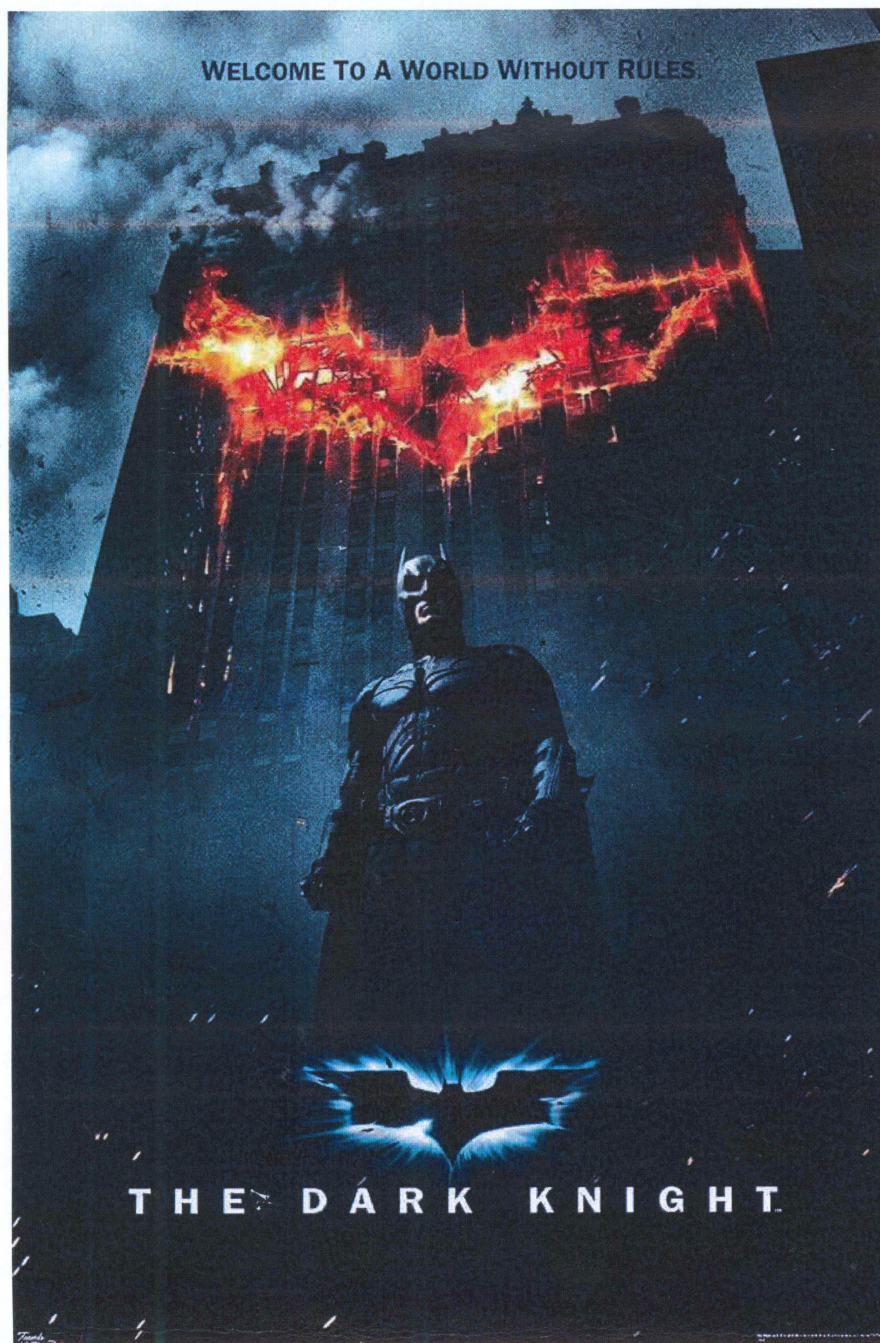
Q3. Explain the role of emojis as a tool of visual communication with examples. How do memes bridge visual concepts/trends between different time periods? 3+2=5

Q4. Applying visual communication elements analyze **any one** of the following- 5

a) Gregory Colbert's *Nomadic*



b) Film poster



Centre for Journalism & Mass Communication
M. A. Semester I Examination, 2024
Paper IV: Visual Communication & Photo Journalism

Group B: Photo Journalism

Total marks: 10

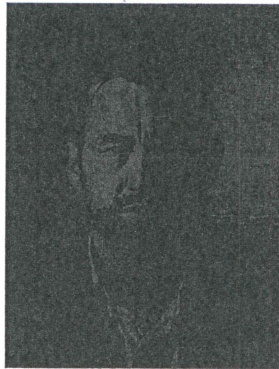
Marks are indicated in the margin.

Answer any one of the following

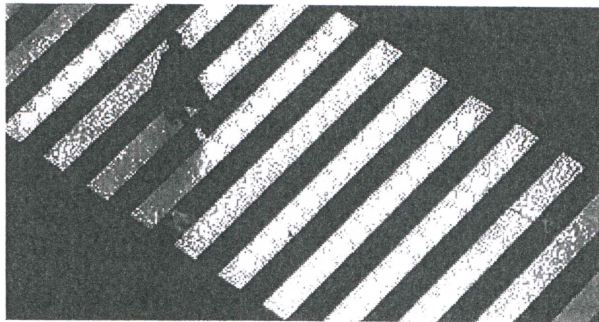
1. Answer *any five* of the following questions:

5x2 = 10

- i. What is strobe photography?
- ii. What is the contribution of Man Ray in photography?
- iii. What type of lighting is used in the following photograph?



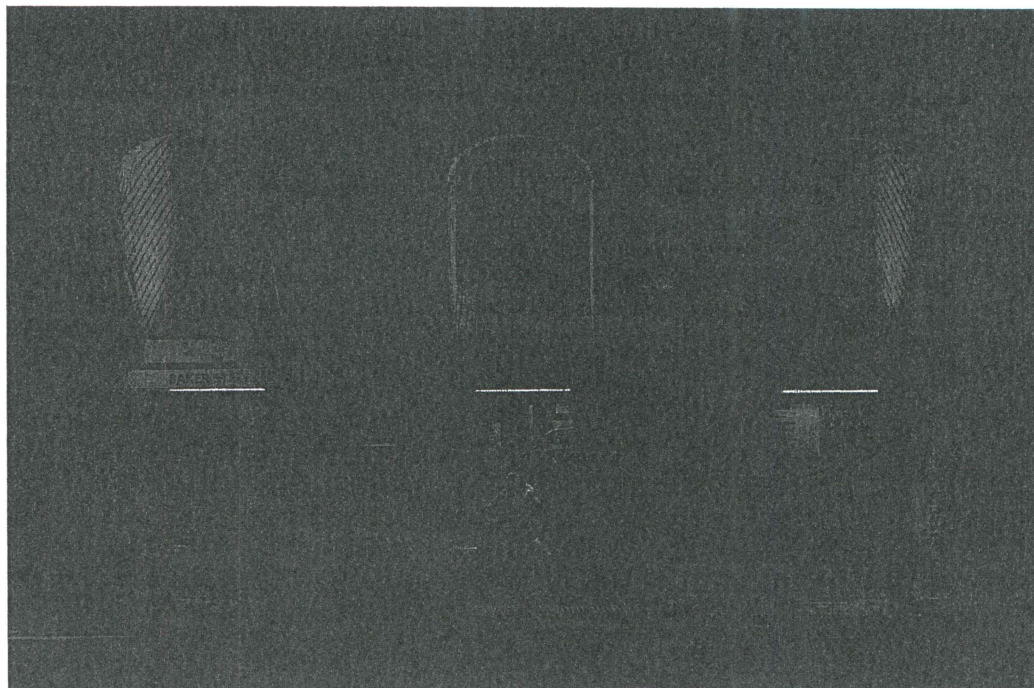
iv. Identify the major element/s used in composition of the following photograph.



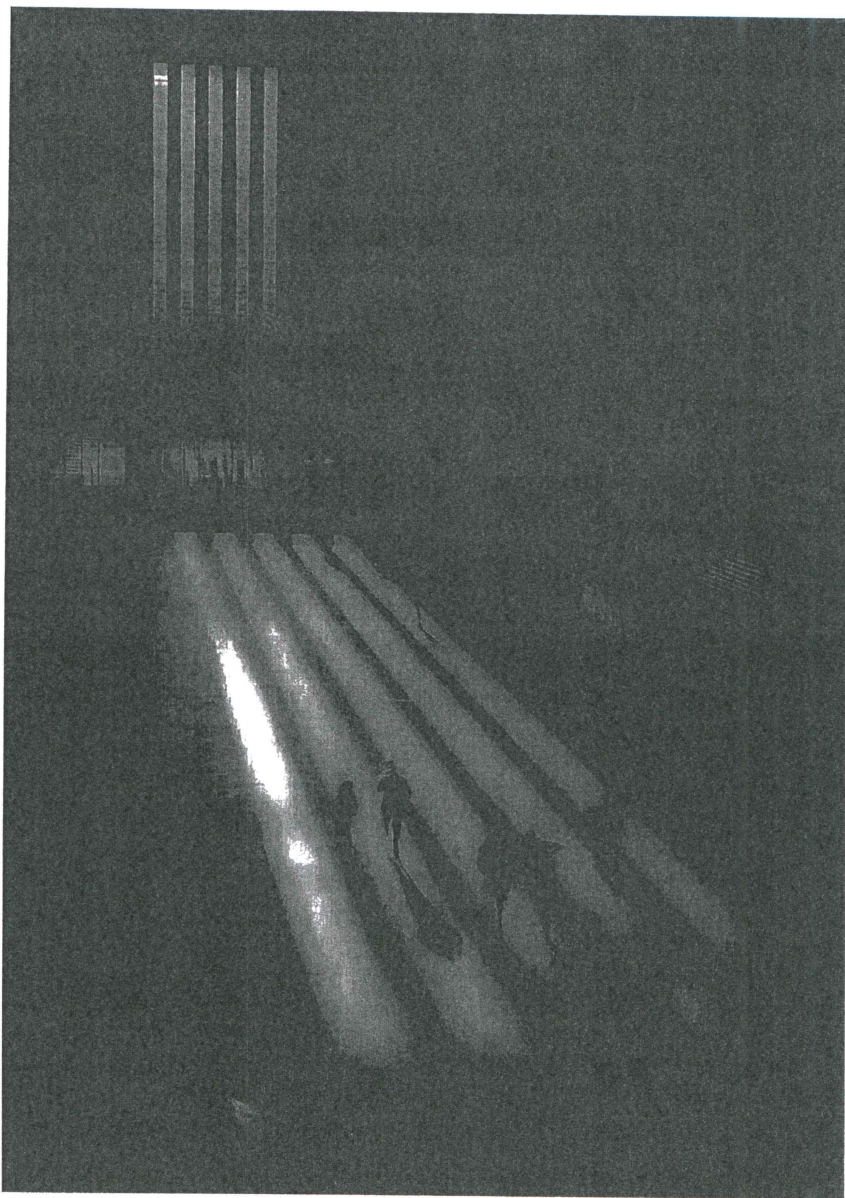
- v. What is the impact of different types of camera angles in visual representation of a subject?
- vi. To generate shallow depth of field, what type of f-stop is recommended?
- vii. What is the relation between shutter speed and iso?

2. Critically analyze *any one* of the following images:

10



i.



ii.

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

MA in Communication and Journalism Examination, 2024

Semester I

Paper V - Advertising

(Group A: Advertising Concepts)

Time: 2 Hours

Full Marks: 20

Questions are of value as indicated in the margin

Answer **any two** of the following questions

1. Write the idea for a 30 second public service announcement on television by government/civic authorities for the Indian audience along with the audio-visual script on any pressing public concern of your choice. Kindly note that the script must be original, properly formatted, the tagline and the campaign message must not be similar to any existing ad campaigns. (10)
2. Explain AIDA model in detail. With the help of an Indian television commercial, explain the stages of this model. (4+6= 10)
3. Describe humor and emotional appeal. Explain each of these advertising appeals with at least two different examples from existing Indian advertising campaigns. (5+5= 10)
4. Write short notes on **any two** of the following: (5+5= 10)
 - a) Maslow's Hierarchy of Needs
 - b) Advertising Campaign
 - c) Target Audience
 - d) Types of USP

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

M.A. Semester I Examination, 2024

Paper VI: Public Relations and Personality Development

Marks: 20

Time: 2 Hours

Group A: Public Relations

Answer **any one** question from the following:

- I) Examine the role and functions of Public Relations (PR) tools in modern communication. Discuss how various PR tools contribute to effective audience engagement and reputation management, providing suitable examples. 5+5=10
- II) Corporate communication is crucial in shaping an organisation's image and stakeholder relationships. Critically evaluate the concept of corporate communication, discussing its significance concerning relevant theories. 5+5=10

Group B: Personality Development

Answer **any one** question from the following:

- I) Define personality traits and explain their impact on an individual's communication style and professional development with logic and examples. 5+5=10
- II) Identify a personality you have recently started admiring through media exposure. Analyse the person's key personality traits and explain how these traits influenced your perception. Discuss the reasons for your admiration with relevant examples. 5+5=10