

(6 pages)

APRIL 2021

71224/BRE6B

Time : Three hours

Maximum : 75 marks

SECTION A — (20 × 1 = 20 marks)

Answer ALL questions.

Choose the correct answer :

1. Mass media is the technique used to reach the _____
(a) manager (b) supervisor (c) journalist
(d) audience
2. _____ media transfers culture and tradition from one generation to another generation
(a) Traditional (b) Print (c) Outdoor (d) Transit
3. In ancient days information is conveyed through
(a) internet (b) twitter (c) manuscripts
(d) face book
4. _____ is an example of outdoor media
(a) Banner (b) Television (c) Radio (d) Newspaper

5. _____ is necessary to access all digital media.
(a) Bus (b) Train (c) Internet (d) Signs.
6. Placard is the best example for _____ form of media
(a) outdoor (b) indoor (c) digital (d) transit
7. _____ is an activity or practice of posting short videos
(a) E-mail (b) E-book (c) Social media
(d) Vlogging.
8. Media offers authentic and timely _____ and _____
(a) objective and subjective (b) primary and secondary
(c) facts and opinions (d) none
9. _____ tries to educate people directly or indirectly through content
(a) Society (b) Friends (c) Neighbors (d) Media
10. _____ is an indirect approach of media in providing content
(a) Distance education (b) Documentaries
(c) Films (d) Sports

11. What was the title of India's first newspaper?
(a) Punjab Mirror (b) The Bengal Gazette
(c) Azad Hind (d) Enlighten India
12. Which of the following statement is/are correct?
(a) The magistrate's action was final and no appeal could be made in a court of law
(b) A vernacular newspaper could get an exemption from the operation of the Act by submitting proof to a government censor
(c) Neither (a) nor (b) (d) Both (a) and (b)
13. Which of the following act relaxed the restrictions of Metcalf Act?
(a) Licensing Act- 1857 (b) Press Act of 1835
(c) Vernacular Press Act, 1878 (d) Registration Act, 1867
14. Range in printing mean
(a) To align (b) To support (c) To balance
(d) To match
15. Term 'Rushes' relates to
(a) Newspaper editing (b) Sound editing
(c) Film editing (d) News magazine editing

16. Verso refers to.
(a) First half of the page (b) Middle of a page
(c) A right hand side page (d) A left hand side page
17. Assertion (A) : Soft news does not interest the newspaper readers.
Reason (R) : Because it focusses much on intangible events.
Codes:
(a) Both (A) and (R) are true
(b) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
(c) (A) is true, but (R) is false
(d) (A) is false, but (R) is true
18. The evolution of mass media occurred due to the need to pass on
(a) message (b) Documents (c) Files (d) Letters
19. The earliest form of information for the masses was inscribed on
(a) Stones (b) Caves (c) Pillars (d) All the above
20. The modern mass communication bloomed with the
(a) Radio (b) Instant Messaging (c) Printing Press (d) Television

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE of the following questions in 200 words each.

21. Adam's Regulation Act was a draconian law to choke the voice of the press. Discuss.
22. Why did Rammohan Roy close down Mirat - ul-Akhbar? What were the changes Rammohan Roy had brought in Indian Journalism?
23. What are the three key features of the freedom of the press?
24. How can we define censorship?
25. Reporters are eyes and ears of a media organization. Do you subscribe to this view? Illustrate your answer giving the job of a reporter.
26. Discuss the difference between news as information, education, and entertainment with examples.
27. Discuss the role of Doordarshan in the socio economic development of India. Do you think that Prasar Bharati reflects government's intention to liberalise Indian media market?

SECTION C — (3 × 10 = 30 marks)

Answer any THREE of the following questions in
300 words each.

28. Critically analyse the contribution of Amrita Bazar Patrika in the growth of Indian nationalism.
 29. Discuss the development of Indian News Agencies in India. Do you think that there have been remarkable changes in the functioning of news agencies in the post — independent era?
 30. What do you mean by news values? Is it added within the four walls of a news media? Illustrate your answer.
 31. Discuss the history of Radio in India.
 32. Write in detail about the development of the Indian news agencies during the pre “independence period.
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