

142(A)

UG-III/Media Studies-V(H)/21

2021

MEDIA STUDIES

[HONOURS]

Paper : V

Full Marks : 100

Time : 4 Hours

The figures in the right-hand margin indicate marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP-A

(MEDIA STUDIES)

(Marks : 50)

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

5×2=10

- a) Write brief history of All India Radio.
- b) Why do you think F.M. Services are very popular, particularly among the youths?
- c) Why do you think that the Prime-minister of India has chosen Radio for broadcasting his 'Man ki bat' programme?
- d) What are the reasons behind the popularity of All India Radio?

104(A)

[4]

[Turn over]

2. Attempt any **four** of the following: 10×4=40

- a) What is the importance of Audience Research Unit?
- b) Write a Radio Script of 3 minutes duration an 'Kolkata Book Fair'-2018'.
- c) Radio news room does not require a large number of employees as they are required in daily News paper— Why?
- d) Briefly write on the editing of News for Radio.
- e) Write a short note on Post-Production.
- f) "Interviewing is an art and it is to be culminated, it is to be achieved"— Discuss.
- g) Discuss three important types of programmes regularly broadcast on Radio.

142(A)

[2]

GROUP-B
(TELEVISION)

(Marks : 50)

3. Answer any **two** of the following: $10 \times 2 = 20$
- a) Identify the basic shots suitable for the medium of television. Explain each with proper examples.
 - b) Prepare a news script of 5 minutes regarding the recently held 42nd International Kolkata Book Fair.
 - c) Television anchoring has witnessed immense change over the last few years. Do you agree with the statement? Give reasons for your answer.
 - d) Discuss elaborately on the techniques of television interview.
4. Answer any **three** of the following: $6 \times 3 = 18$
- a) Write a brief note on the three-point lighting technique.
 - b) What is your idea of live coverage on television? Do you think it enhances the credibility of television content?
 - c) List the different transitions used in post production of fiction format.

- d) What are the essential qualities of a successful television journalist?
 - e) Describe the impact of private television on child-psychology.
5. Write short notes on any **two** of the following topics: $1 \times 2 = 2$
- a) OB Van
 - b) PTC
 - c) SITE
 - d) News Producer
6. Answer any **five** of the following: $2 \times 5 = 10$
- a) Discuss the importance of panel discussion.
 - b) What are 'fade-in' & 'fade-out'?
 - c) What is an interactive TV programme?
 - d) How and when did television emerge in India as a new medium?
 - e) What is 'Dry News'?
 - f) Write briefly on the use of microphones in television.
 - g) What is the style of writing news for TV?
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