

99(A)

UG-I/Media Studies-I(H)/Gr.-A & B/21

2021

MEDIA STUDIES

[HONOURS]

Paper : I

Group : A & B

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

(Marks : 50)

1. Answer any **two** questions: 10×2=20
 - a) What is De-Westernization in Communication? Discuss in reference to the concept of Sadharani Karan.
 - b) Define the major elements of communication. Discuss how their functioning ensure the effectiveness of the entire communication process.
 - c) Discuss briefly the elements of Mass Communication. Logically establish the relationship between Mass Media and Mass Communication.

[Turn over]

- d) What is Mass Culture? Discuss the role of Mass Media in spreading Mass Culture with logical examples.
- e) How does Mass Media affect society? Discuss with reference to Hypodermic Needle Theory.

2. Answer any **three** questions: 6×3=18

- a) Do you think media is socially responsible for the present condition of today's youth? Give reasons for your answer.
- b) Briefly describe the barriers of communication.
- c) Discuss the role of NWICO in diminishing the imbalances in International News Flow.
- d) What is mass culture? Do you think mass media can produce mass culture? Give reasons for your answer.
- e) Describe the "Hypodermic Needle" Theory.

3. Write short notes on any **three** of the following: 4×3=12

- a) Encoding
- b) Interpersonal Communication
- c) Cognitive Dissonance
- d) Propaganda
- e) Infotainment
- f) Digital Divide

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GROUP-B

(Marks : 50)

4. Attempt any **two** of the following: $10 \times 2 = 20$
- a) Would you consider film as a medium of communication? Examine the relationship between film and other media.
 - b) Edwin S. Porter and D. W. Griffith are the pioneers of modern cinema. Justify the statement.
 - c) Post production of a film is very important. Explain the same with reasons.
 - d) Examine the ways in which real-time and real time are linked in the practice of film-making.
5. Write short notes on any **three** of the following: $6 \times 3 = 18$
- a) Shot, scene, sequence
 - b) Rerecording
 - c) Montage
 - d) Mise-in-scene
 - e) Flashback

6. Write notes on any **two** of the following: $5 \times 2 = 10$
- a) The Magic Lantern
 - b) Hollywood pioneers
 - c) Eisenstein's contribution to cinema
 - d) narrative styles
7. Answer any **two** of the following: $1 \times 2 = 2$
- a) Who directed *Raja Harishchandra*?
 - b) Who directed *Birth of a Nation*?
 - c) Who directed *Modern Times*?
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