

2021**MEDIA STUDIES****[HONOURS]****Paper : VII**

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** of the following: $10 \times 2 = 20$
 - a) Write a report on a developmental initiative in your community.
 - b) Do you feel that community radio is an effective tool to spread awareness and developmental measures in the grassroots? Cite examples to justify your answer.
 - c) What is the importance of information to a community? Describe the role of community newspapers in this regard.
 - d) What do you understand by Public Service Broadcasting? Describe the objectives of the same.

[Turn over]

2. Answer any **three** of the following: $6 \times 3 = 18$
 - a) What do you understand by the term 'Community'? Discuss the significance of community media in a country like India.
 - b) Writing for a community newspaper is completely different – Explain.
 - c) Cable TV as community media. Discuss.
 - d) Write short notes on Role of AIR as public service broadcaster.
 - e) How does a reporter, working for a community newspaper, gather information?
3. Answer any **two** of the following: $6 \times 2 = 12$
 - a) State the differences between FM radio and community radio.
 - b) If you get a chance to start a community radio for your college, how will you decide its programme contents?
 - c) How can an editor / a reporter gather funds for the running of a community media?
 - d) What is the motto of AIR? Is it fulfilling the same in present times?
 - e) Write a brief note on the composition and functions of *Prasar Bharati*.

GROUP-B

(Media Law & Ethics)

(Marks : 50)

4. Write on any **two** of the following : $1 \times 2 = 2$

- a) UNESCO
- b) RTI Act 2005
- c) Defamation
- d) Article 19(1)(A)

5. Write short notes on any **two** of the following:

$5 \times 2 = 10$

- a) Advertising Ethics
- b) ITU
- c) Limitations to Freedom of the Press
- d) Mass Media and Public Opinion

6. Write briefly on any **two** of the following:

$7 \times 2 = 14$

- a) Prasar Bharati
- b) Sedition
- c) Official Secrets Act 1923
- d) Working Journalists Act

7. Answer on any **two** of the following: $12 \times 2 = 24$

- a) Explain the Indian Law related to copyright.
- b) Explain the role of mass media in India in maintaining unity and diverse cultural heritage of the country.
- c) Briefly state the law of contempt of court as applicable to Print and Electronic Media.
- d) Write a note on the Freedom of the Press in India.