

M.A. ENGLISH

APRIL-2017

Paper No. – Mass Communication and Media Studies-
TIME: 2 AND HALF HOURS

(3205)

MARKS: 70

NOTE: ALL QUESTIONS ARE COMPULSORY. ALL QUESTIONS CARRY EQUAL MARKS

- Q. 1 Mention the Western communication theories. Write a note on any two of them. 14 Marks
OR
- Q.1 How many types of communication are there? Explain each in detail.
- Q.2 Elucidate the role of industrial revolution in the development of journalism. 14 Marks
OR
- Q.2 What is lead? What points should a journalist keep in mind while writing the lead?
- Q.3 Public television in India, according to various Prasar Bharati and Doordarshan publications, has certain social objectives. Which are these objectives? Explain. 14 Marks
OR
- Q.3 Write a note on the development of radio in India.
- Q.4 Explain: Documentary Films 14 Marks
OR
- Q.4 Discuss- film review and criticism.
- Q.5 Advertising media are the means to transmit the message of the advertiser to the desired class of people. What are the major types of advertising media? Explain. 14 Marks
OR
- Q.5 What is Corporate Social Responsibility (CSR)? Discuss advertising with the reference to Corporate Social Responsibility.