

**MASS COMMUNICATION & JOURNALISM**

Paper – III

**SECTION – I**

Note : i) Answer all questions.

ii) Each question carries twenty marks.

iii) Each answer should be given in 500 words.

2 × 20 = 40

1. a) Many directors made films on the story of Rabindra Nath Tagore. Discuss with examples. Mention a few Tagore songs which are used in film. How can you popularise some of the dance dramas of Tagore's 'Shyama', 'Chitrangada', 'Balmiki Prativa' and 'Taser Desh' by using the digital technology keeping the original theme in actual sense.

OR

- b) Reporting environment by mass media is event-centric. Critically analyse the issue, taking the recent Copenhagen climate change summit as a case study of coverage by Indian media.
2. a) Why adoption is very important in our daily life ? 'Family planning', 'CNG', 'Awareness of AIDS', 'Bio-fuel' and 'Surrogate Mother' are very important in our society. How can the adoption theory of communication help us to take part in innovation ? Detail your strategy.

OR

- b) Corporate greed, trial by media, trivialization of contents and paid news syndrome are the hallmarks of Indian Journalism at present, critics allege. Discuss the statement from the legal and ethical perspectives.

**SECTION – II**

*Note :* i) Answer all questions.

ii) Each question carries fifteen marks.

iii) Each answer should be given in 300 words.

3 × 15 = 45

3. Assess the scope for satellite television news channels in India, keeping in view socio-economic and technological developments taking place in the country.
4. Make a comparative analysis of developments in the Indian film industry before and after independence in terms of production, quality, economics and technological innovations.
5. Why is the study of theories of communication essential in mass communication ? Describe the following theories with examples :
  - a) Individual differences theory in the context of selective exposure and selective perception and
  - b) Personal influence theory.

**SECTION – III**

*Note :* i) Answer all questions.

ii) Each question carries ten marks.

iii) Each answer should be given in 50 words.

9 × 10 = 90

6. Explain with illustrations where the defamation occurs in different media. Why is publication necessary for defamation ?
7. What is piece to camera and why is it important in contemporary Television News ?
8. What do you mean by cross-media ownership ? Give suitable examples.
9. Enumerate the scope for multimedia in India.
10. The various media portrayed Saddam Hussain in different ways. Critically explain with illustrations.
11. What is cue ? Explain the importance of cue in a news package or in a despatch ? Write a cue on FIFA World Cup.
12. "To report news accurately and fairly without prejudice or personal opinion is number one obligation of a reporter." Discuss.
13. Decline in magazine circulation is a worldwide phenomenon. Identify the reasons.
14. Should there be a 'media council' in place of the existing 'press council' in India ? Give your views.

**SECTION – IV**

- Note :
- i) Answer all questions.
  - ii) Each question carries five marks.
  - iii) Each answer should be given in 30 words.

5 × 5 = 25

**Read the text and answer the questions based on your understanding of the passage :**

In the era immediately following the Second World War, when communication research was largely an American monopoly, the mass media were commonly viewed as one of the most promising channels of modernisation ( *i.e* westernisation ) and especially as a potent tool for overcoming traditional attitudes. From this perspective, the flow of mass media from the developed or capitalist west to the less developed world was seen as both good for its recipients and also beneficial in combating the alternative model of modernisation based on socialism, planning and control. The kinds of media flow envisaged were not direct propaganda or instruction, but the ordinary entertainment ( plus news and advertising ) that was presumed to show a prosperous way of life and the social institutions of liberal democracy at work. The flood of American print, film, music and television provided the main example and testing of the theory. This was undoubtedly a very ethnocentric way of looking at global communication flow and it eventually provoked a critical reaction from scholars and political activists and also from those at the receiving end. Before long the issue was inescapably caught up in the cold war polemics and left-wing resistance movements in semi-colonial situations ( especially in Latin America ). However, unlike the international propaganda efforts of previous times, the new 'media imperialism' seemed to be carried out at the willing request of the mass audience for popular culture and was thus much more likely to 'succeed'. Of course, it was not the audience making a direct choice, but domestic

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media firms choosing on their behalf, for economic rather than ideological reasons. Most of the issues surrounding global mass communication have a direct or indirect connection with the thesis of 'cultural imperialism' or the more limited notion of 'media imperialism'. Both concepts imply a deliberate attempt to dominate, invade or subvert the 'cultural space' of others and suggest a degree of coercion in the relationship. It is certainly a very unequal relationship in terms of power. It also implies some kind of overall cultural or ideological pattern in what is transmitted, which has often been interpreted in terms of 'western values', especially those of individualism, secularism and materialism. It has a political as well as a cultural content, however, in the first case essentially a submission to the global project of American imperialism. In the case of relations with Latin American countries noted already, the idea of an American 'imperialist' project for the hemisphere, certainly in the 1960s and 1970s, was not fanciful. Critical theorists have not always agreed on whether it was the economic aims of global market control or the cultural and political aims of 'westernisation' and anti-communism that took precedence, although the two aspects are obviously connected. The ( critical ) political economy theorist emphasizes the economic dynamics of global media markets that work blindly to shape the flows of media commodities. Not surprisingly, such dynamics favour the free-market model and in general promote western capitalism. The critics of global media imperialism have generally been countered by a mixed set of supporters or the free market of just pragmatists who see the imbalance of flow as a normal feature of the media market.

15. Explain the capitalist view of mass media after the second world war.
16. What was the ethno-centric view of global communication flow ?
17. Describe the nature of 'new media imperialism'.
18. What are the implications of subverting the 'cultural space' of others ?
19. Present the pro and critical dimensions of free market model of global communication