BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – B.Sc.(MSJ)-Hons-2020/B.Sc.(MSJ)-Hons-2021/B.Sc.(MSJ)-Hons-2022
Course Name – Comparative Media
Course Code - BMSJC601
(Semester VI)

Full Marks : 60   Time : 2:30 Hours
[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Type Question)   1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Relate the term for the most important story in the front page of the newspaper.

   a) Editorial   b) Feature
   c) Kicker   d) Lead

(ii) Identify the inventor of 'kinetoscope' .

   a) Lumiere Brothers & William Dickson   b) Alexander Graham Bell & Thomas Alva Edison
   c) William Dickson & Thomas Alva Edition   d) None of these

(iii) Find among the following options which is a type of lead.

   a) Summary   b) Descriptive
   c) Question   d) All of these

(iv) Choose the correct option for a creative and a subjective article, which is designed to entertain and inform readers.

   a) News story   b) Feature
   c) Editorials   d) None of these

(v) Choose India's first community radio operation from a university.

   a) Suryan FM   b) Anna FM
   c) Kongu FM   d) Loyola FM

(vi) Choose among the following that is a video editing software.

   a) Final cut pro   b) Dream weaver
   c) Corel Draw   d) Photoshop

(vii) Select the correct full form of AFP.

   a) Associated French Press   b) American Free Press
   c) Agence France Presse   d) American Federal Press

(viii) Relate the correct term for the study of signs and symbols.

   a) Symbiosis   b) Symbiotics
   c) Semiotics   d) Symbolic interactionism

(ix) Recognize the correct explanation for 'subtext'

a) The technology underlying a particular medium of communication

b) The message beneath the apparent message

c) The explicit message

d) Words that appear when using closed captioning

(x) Identify the journalist who has recently shifted to the domain of 'independent journalism'.

a) Arnab Goswami

b) Ravish Kumar

c) Akash Bannerjee

d) None of these

(xi) Identify what User interface means.

a) Graphical representation for user

b) Tutorial for user

c) Introduction for user

d) None of these

(xii) Relate the 'carrier' of communication.

a) Receiver

b) Sender

c) Message

d) Medium

(xiii) Select the oldest theory of the press.

a) Soviet

b) Authoritarian

c) Libertarian

d) Development

(xiv) Identify which media system promotes 'free press'.

a) Democratic Media

b) Libertarian Media

c) Authoritarian Media

d) None of these

(xv) Relate the role of global media in shaping cultural identities.

a) Promoting cultural homogenization

b) Encouraging cultural diversity

c) Ignoring local traditions

d) Limiting global influence

Group-B
(Short Answer Type Questions)   3 x 5=15

2. Explain how print media differs from digital media in content delivery.   (3)
3. Define the role of cinema in shaping cultural narratives.   (3)
4. What impact does social media have on traditional news reporting?   (3)
5. Explain how global media influences political movements worldwide.   (3)
6. Distinguish between authoritarian and democratic media systems using examples.   (3)

OR

Construct an argument for why global media convergence threatens cultural identity.   (3)

Group-C
(Long Answer Type Questions)   5 x 6=30

7. Distinguish between the Chinese and Indian Media.   (5)
8. Analyze the challenges of web journalism on journalistic ethics and how they can be   (5)
   addressed.
9. Explain how reporting for television is different from reporting for print media with suitable (5)
   examples.
10. How do television news programs influence public perception of current events? Illustrate. (5)
11. Show how radio differs from television in terms of audience engagement.   (5)
12. Assume how media systems differ between authoritarian and democratic countries.   (5)

OR

Analyze the significance of intertextuality in modern media content.   (5)

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