



BRAINWARE UNIVERSITY

Term End Examination 2023
Programme – B.Sc.(MSJ)-Hons-2020
Course Name – Comparative Media
Course Code - BMSJC601
(Semester VI)

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Brainware University
Barasat, Kolkata - 700125

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) Identify the correct sequence of mass media as per the order of their introduction to society.

- a) print media, folk media, electronic media, wireless communication
- c) folk media, print media, electronic media, wireless communication

- b) wireless communication, electronic media, print media, folk media
- d) folk media, wireless communication, electronic media, print media

(ii) Predict the initiator of internet in India.

- a) BSNL
- c) Airtel

- b) VSNL
- d) ISPAI

(iii) Identify why consumer is a publisher.

- a) his words are read by others
- c) his reaction is archived

- b) he writes his opinion in social media
- d) for all of these

(iv) Identify the meaning of 'Beat' in journalism.

- a) A part of the Headline
- c) Duty given to a reporter

- b) The exclusive territory assigned to a reporter
- d) Bottom section of a story

(v) Media acts as a _____ mirror to the society. Select the appropriate option.

- a) selective
- c) limited

- b) discriminating
- d) None of these

(vi) Select the correct option that describes the notion of media effects.

- a) The way that companies control and direct media content

- b) A lack of politeness in how we communicate with each other through social media

- c) The concern that media content and mediums may affect our thinking or behavior in some way

- d) The bodily health risks associated with electromagnetic radiation from devices like mobile phones

- (vii) Select the correct option for 'Cyber space'
- a) Anything associated with Internet
 - b) Space for web design
 - c) Server space
 - d) None of these
- (viii) Identify which one of the following is not a mass media.
- a) Cinema
 - b) Television
 - c) Social Media
 - d) None of these
- (ix) Identify which is NOT one of the primary functions of mass communication?
- a) Surveillance.
 - b) Cultural transmission
 - c) Entertainment.
 - d) Immunization
- (x) Identify Thomas Alva Edison's contribution made to film industry.
- a) moving images
 - b) talking pictures
 - c) still photographs
 - d) motion pictures
- (xi) Identify what made mass communication industry more popular in India.
- a) Globalisation
 - b) Privatization
 - c) liberalization
 - d) none of these
- (xii) Identify the correct political spectrum that you will fall under, if you are advocating for the rights of farmers and workers.
- a) Left
 - b) Center
 - c) Right
 - d) All of the above
- (xiii) Identify from the following that spreads through News media.
- a) culture
 - b) opinions
 - c) ideas
 - d) all the above
- (xiv) Identify what is a 'dateline'
- a) Dates mentioned above webpage
 - b) Date, Day, Place and price mentioned below the mast head in a newspaper
 - c) Author's name above the news story
 - d) Last day of submitting news report
- (xv) Identify the reason behind information fatigue.
- a) less information
 - b) excessive information
 - c) balanced information
 - d) no information at all

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain ARPANET. (3)
3. Identify any 2 features of the democratic media. (3)
4. Describe how has the proliferation of fake news impacted the credibility of global media. (3)
5. Explain UGC with an example. (3)
6. "New media is more than just a tool; it's a cultural shift." Examine. (3)

OR

Identify the role of OP - ED page in a newspaper. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Describe how microblogging platforms facilitate real-time communication and information sharing. (5)
8. Identify the current trends in newspaper design and how are they evolving over time? (5)
9. "OTT has democratized the entertainment industry and allowed for more voices to be heard." Explain with examples. (5)
10. Analyze the differences between a column and an editorial in a newspaper. (5)
11. Explain how the introduction of web 3.0 has defined the role of mass self communication in the contemporary society. (5)

12. Justify the use of vernacular language in journalism to increase access to information and representation for marginalized communities. (5)

OR

"Gatekeeping is the act of making things news". Justify (5)

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