



## **BRAINWARE UNIVERSITY**

Term End Examination 2023-2024 Programme - B.Sc.(MSJ)-Hons-2021 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) Who is credited for invention of television in 1920s? Relate. a) John Logie Baird b) Samuel Morse c) Louis Jacques · d) None of these (ii) What country saw the first publication of newspapers in the 17th century? Identify. a) Germany b) Poland c) Holland d) None of these (iii) Which one is not the part of traditional media? Select. a) Tamasha b) Street theatre c) Nautanki d) All of the above (iv) Select from the following industries that is among the fastest growing sectors in India. a) Agricultural b) Coal c) Oil and Petroleum d) Media and Entertainment (v) Identify which one among the following is related to films. a) Mukta Arts b) Tips Industries c) FXLabs Studio d) None of these (vi) Select the correct monitoring body for the film industry in India? a) IMPPA b) AMPTPP c) Guild of India d) All of these (vii) Select the accurate option for the journalist's name credited on a newspaper article. a) Credits b) Dateline c) Byline d) All of these (viii) Identify who plays an important role in people's voting behavior. a) Opinion leaders b) Political candidates c) Opinion followers

(ix) Identify a funny imitation of a serious piece of literature, writing, art or music.

d) All of these

<ul><li>a) Pastiche</li><li>c) Analogy</li><li>(x) Citation is a form of Infer.</li></ul>	b) Parallelism d) Parody	
<ul><li>a) Deliberate intertextuality</li><li>c) External Allusion</li><li>(xi) Relate the correct term for the study of signs ar</li></ul>	b) Latent intertextuality d) None of these nd symbols.	
<ul><li>a) Symbiosis</li><li>c) Semiotics</li><li>(xii) Identify which of the following is not part of 'M</li></ul>	<ul><li>b) Symbiotics</li><li>d) Symbolic interactionism</li><li>edia Literacy'.</li></ul>	
<ul> <li>a) Being able to read or understand content in different languages.</li> </ul>	<ul> <li>b) Critically analyzing media content by considering its particular presentation, its underlying political or social messages</li> </ul>	S
<ul> <li>c) Assessing media ownership and regulation issues that may affect what media is presented in what form (xiii) Identify the full form of 'TAM'.</li> </ul>	d) Knowing how technology affects media	
<ul> <li>a) Television Audience Measurement</li> <li>c) Tele Air Marketing</li> <li>(xiv) Identify the rank of India in the 2023 world pres</li> </ul>	b) Television Air Marketing d) Television Audio Measurement ss freedom index.	
a) 172	b) 161	
<ul><li>c) 180</li><li>(xv) Identify which of the following is not a social ne</li></ul>	d) 111	
a) LinkedIn	b) Instagram	
c) Twitter	d) Ebay	
Grou	•	
(Short Answer Ty	ype Quesπons) 3 x	5=15
<ul><li>2. Explain podcasts. Mention any one podcast that you</li><li>3. Explain 'Journalism for Journalism'.</li></ul>		3) (3)
4. Compare two distinctions in reporting for television and radio.		(3)
5. Demonstrate any 3 examples of technological media convergence.		(3)
6. Assess the role of independent journalism in the context of present day scenario.  OR		(3)
What is vox pop ? Explain.		(3)
Grou	p-C	
(Long Answer Ty	•	6=30
<ul><li>7. "A free press is a watchdog that keeps those in power in check". Discuss.</li><li>8. "OTT is not just a trend, it's a seismic shift in the way we consume media." Infer.</li></ul>		(5)
9. Compare between the Chinese and Amercian Media.		(5)
10. Explain how reporting for television is different freexamples.	om reporting for print media with suitable	(5) (5)
11. Explain the features of new media with relevance to a hard news story as content.		(5)
12. Examine the concept of mass self-communication and its impact on the traditional mass media.		(5)
OF	R	
Examine the key differences between print journative the production process, storytelling techniques, a	alism and mobile journalism in terms of	(5)