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SYBCom – Mass Communication

Semester IV – Set 3 Oct 2018 Answer Key QP Code: 52190

Duration 3 Hours

Marks: 100

N.B: 1) All questions are compulsory

2) Figures to the right indicate full marks

3) The answers should contain appropriate and latest examples wherever necessary

Q.1 a) Students are expected to explain the terms in 2/3 lines.

b) Fill in the blanks choosing the correct alternatives **05**

i) scrutinize ii) Aakashwani iii) Defamation iv) Editors v)informing

c) Match the following:

c) 1) Press 2) gatekeeper 3) Right to print and publish 4) satellite for education telecasts

5) Self-Regulation in Advertising

Q.2 a) Discuss the impact of television on Indian family institution. **20**

Parental mediation, downfall of interaction, Decline of family values, stress, cause of family brerakdown

OR

b i) Comment on the role of cinema in addressing social problems. **10**

Cinema as a social media

Examples of movies discussing different social issues

ii) How radio plays an important role in patronizing music?

Several music programs broadcast on radio, promoting Indian classical music, AIR's role, music weeks and festivals. **10**

Q.3 a) What role media plays in spreading political awareness? **20**

Media informs people about different aspects about political issues, political propogandas, helps people to formulate their opinions.

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OR

b i) In which ways media helps in promoting government schemes? **10**

Media can be used extensively to promote different government schemes. Government uses various forms of medias to promote their schemes for the citizens of the country. Give examples.

ii) What role media plays in strengthening democracy? **10**

Provides public forum, fosters diversity, provides access to information, improves government responsiveness, peace and consensus builder, etc.

Q.4 a) Explain the term censorship. What are the limitations put to freedom of expression? **20**

Explain the term. Discuss its limitation in the area of freedom of expressions.

OR

b i) Discuss the major laws in India related to media. **10**

Laws applicable to newspaper, laws applicable to broadcasting, laws applicable to films, laws applicable to information technology

ii) Analyse the relationship between media and government? **10**

Authorities regulating the media like Ministry of Information & Broadcasting, Press information Bureau, Press Council of India, Film Certification Appellate Tribunal

Q.5 a) Analyse in detail any five career opportunities in mass media. **20**

Any five from the following with complete information.

Reporters and correspondents, broadcast news analyst, editors, writers and authors, public relations specialists, advertising, promotion and marketing managers, radio and television announcers, technical writers, etc.

OR

b i) Discuss the functions of media personnel. **10**

Expert gatekeeper, communicator, PR, interpreter, etc.

ii) Which characteristics are required to become a journalist? **10**

Curiosity, honesty, fearless, loyalty, kind, trustworthy, passionate, tenacious, etc.