

PG/Mass Com./3rd Sem/21(CBCS)

2021

MASS COMMUNICATION AND JOURNALISM

Paper : MASS - 301

[Radio]

(CBCS)

Full Marks : 40

Time : Two Hours

*The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.*

A. Answer any *three* questions from the following : 10×3=30

1. Discuss the salient differences between Radio language and the TV language. Evaluate the superiority of Radio as a mode of communication.
2. Trace the evolution of Community Radio as an effective media in communication of social and development messages. Give a couple of examples.
3. Critically discuss the features of Public Service Broadcasting.
4. Trace the evolution of Prasar Bharati as an autonomous media organisation.
5. Analyse the impact of Radio as an audio media in disaster management and rural development including agricultural activities.

B. Write short notes on any *two* of the following :

5×2=10

1. F.M. Channels
 2. 24-hours News Channel of AIR
 3. Different formats of Radio Programmes
 4. Principles of Radio News writing
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