

**2/H—82 (iii) (Syllabus-2015)**

**2 0 1 8**

**( April )**

**MEDIA TECHNOLOGIES**

**( Honours )**

**( Culture and Society in North-East India )**

**( MTH-201 )**

*Marks : 56*

*Time : 3 hours*

*The figures in the margin indicate full marks  
for the questions*

**1. Answer the following questions : 3×4=12**

**(a) Distinguish mass culture from popular culture.**

**(b) What are the unique features of traditional folk media?**

**(c) What is the role of media in social changes?**

**(d) Define gender and distinguish it from sex.**

*( Turn Over )*

( 2 )

2. What are the basic functions and roles of mass communication? 5+6=11

Or

In what ways does mass media affect the development of a nation? 11

3. What is media law? Explain how it is relevance in mass communication scene of the North-East. 4+7=11

Or

What are the strength and weakness of folk media as a form of mass culture? 6+5=11

4. Discuss the socio-cultural importance of modern festivals of any one State of North-East India. 11

Or

Why do we celebrate festivals? What are their significances? How will they reflect one's culture? 3+3+5=11

8D/1740

( Continued )

( 3 )

5. "Traditions are being created a new." Do you agree? Support your answer with appropriate examples. 3+8=11

Or

Explain in detail the effects of media culture on the traditional customary laws of any one community of North-East India. 11

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8D—200/1740

2/H—82 (iii) (Syllabus-2015)

**2/H—82 (iv) (Syllabus-2015)**

**2 0 1 8**

**( April )**

**MEDIA TECHNOLOGIES**

**( Honours )**

**( Print Journalism )**

**( MTH-202 )**

**Marks : 38**

**Time : 3 hours**

*The figures in the margin indicate full marks  
for the questions*

**1. Write notes on the following in brief :    2×5=10**

**(a) Letter to Editor**

**(b) The Curtain Raiser**

**(c) Noah Webster**

**(d) The Follow-up**

**(e) The Editorial of Exposition or  
Interpretation to Inform**

**2. (a) What are the fundamentals of good  
writing? Answer by laying emphasis on  
feature writing.**

**7**

**( Turn Over )**

( 2 )

Or

- (b) Explain the function of editing a news and editorial writing  $3\frac{1}{2}+3\frac{1}{2}=7$

3. (a) Can concentration of ownership lead to a decline in the standards of journalism? Discuss the ownership pattern and monopoly structure of the Indian Press.  $3+4=7$

Or

- (b) Briefly outline the growth of the pre-Independence English language press in India. 7

4. (a) Describe in brief the role of National Integration Council Code. 7

Or

- (b) In the light of the Freedom of Press, discuss the Right to Publish and the Right to Privacy. 7

5. (a) What is a word? Explain the characteristics of the Print Media.  $2+5=7$

Or

- (b) What are the journalistic values that must be enshrined in a Code of Ethics for journalists? 7

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8D-200/1741

2/H-82 (iv) (Syllabus-2015)

2/H-82 (v) (Syllabus-2015)

2018

( April )

## MEDIA TECHNOLOGIES

( Honours )

( Writing for Radio, TV and News Media )

( MTH-203 )

Marks : 38

Time : 3 hours

*The figures in the margin indicate full marks for the questions*

1. Write short notes on the following :  $2 \times 5 = 10$
- (a) Radio : Theatre of the mind
  - (b) Genres
  - (c) ENG
  - (d) Recce and research
  - (e) Continuity sequence
2. Explain with relevant examples, how writing for radio is different from TV. 7

Or

What do you understand by demographics? Highlight the characteristics of Internet.  $2+5=7$

( Turn Over )

8D/1742

3. What do you understand by visual grammar? Establish the interrelationship between shot, scene and sequence. 3+4=7

Or

Explain the eight different stages of screenplay with the help of a film you recently watched. 7

4. What is characterization? Discuss the techniques of characterization. Differentiate between a protagonist and an antagonist. 2+3+2=7

Or

Highlight the narrative differences between a horror and a gangster film genre. 7

5. What is a copy platform? Illustrate a typical copy platform for a TV ad. 2+5=7

Or

What are documentaries? Describe different types of documentary. 3+4=7

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