

2024
SRCMUJ
2nd Semester Examination
M. A.
Journalism and Mass Communication
JMC-202
Regional Media

Full marks: 40

Time: 2 hours

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

1. Answer any two of the following questions:

5×2

- a) Write a Short Note on Media Cluster.
- b) Write a Short Note on Digital Media.
- c) Write a Short Note on Baul Song.
- d) Write a Short Note on Jhumur.

2. Answer any three of the following questions:

10×3

- a) Elucidate with examples the role of regional media as a tool for building participatory communication.
- b) Explain different features of media in various regions within Bengal.
- c) Discuss how regional media has evolved over time and current trends in media consumption and production.
- d) Examine the impact of globalization on traditional societal values and community cohesion.
- e) Give a Comparative Account of various Media of Jhargram District.