

2024
SRMUJ
1st Semester Examination
M. A.
Journalism and Mass Communication
JMC-105
Broadcasting 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. Write Short Notes on any two of the following questions: 5×2

- (a) News Service Division of AIR
- (b) News on Internet
- (c) Satellite TV
- (d) HDTV

2. Answer any three of the following questions: 10×3

- (a) Explain the different genres and contents of fictional programmes of Indian television.
- (b) Explain the impact of reality shows on television audiences and society. Provide examples to support your answer.
- (c) What are the differences between news portals and news apps? Explain their advantages and disadvantages with examples.
- (d) Discuss three stages of broadcast production.
- (e) Elaborate the impact of community radio in rural areas of West Bengal.