

M.A. Examination, 2015
Semester-II
Journalism & Mass Communication
Paper – VII
(Television Journalism)

Time: 1½ Hours

Full Marks: 20

Questions are of value as indicated in the margin.

Television Journalism

Answer *any two* questions taking *one* question from each module.

Module I

1. Define narrowcasting. Trace the scope of narrowcasting in the Indian Mass Communication scenario in the backdrop of globalization. 3+7=10
2. Discuss the role of television as a tool for social communication. 10

Module II

3. Write short notes on *any four*: 2.5×4=10
(i) Voice Over (ii) Aspect Ratio (iii) Piece to Camera (iv) Cutaway shots
(v) Phone In (vi) Hot Switching
 4. (a) Explain the basic camera and lens movements. 5+5=10
(b) Discuss DTH transmission system with illustration.
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