

U.G. 5th Semester Examination-2021**MEDIA STUDIES****[HONOURS]****Course Code : MSDH-CC-T-12****(Community Media and PSB)**

Full Marks : 60

Time : 2½ Hours

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.*1. Write short notes on (any **ten**) : 2×10=20

- a) Extension agents
- b) Agricultural Reporter
- c) Community radio
- d) Self-help groups.
- e) Radio Rural Forums
- f) What is Public service broadcasting?
- g) Role of community media
- h) Narrowcasting
- i) Cable tv.

j) What is a community?

k) Publications Division

l) Film division

2. Answer any **four**: 5×4=20

- a) Role of community media in the society.
- b) Features of self-help groups.
- c) Qualities of an agricultural reporter.
- d) Editing principles required to edit a newspaper.
- e) How to set up a community radio station?
- f) Advantages of a community newspaper.

3. Answer any **two**: 10×2=20

- a) Elaborate on the purposes of Public Service Broadcasting model in the context of BBC.
- b) What are the characteristics of Community media? What is their importance in a country like India?
- c) Discuss the challenges of the community newspapers in India.
- d) What are the steps that needs to be taken while designing a planning for the programme?
