



**UNIVERSITY OF NORTH BENGAL**  
B.A. Honours 3rd Semester Examination, 2020

**CC5-MASS COMMUNICATION AND JOURNALISM**  
**INTRODUCTION TO BROADCAST MEDIA**

Full Marks: 60

**ASSIGNMENT**

*The questions are of equal value.  
The figures in the margin indicate full marks.*

**Answer any *three* questions from the following**

20×3 = 60

1. Explain the characteristics of TV as a medium and its effect on society. 20
2. Explain the different types of Camera Movement in Audio Visual Media. 20
3. Has Doordarshan been able to fulfill the role of a Public Service Broadcasters? Explain briefly. 20
4. What are the various reasons for popularity of Television? Explain the primary features of Television. 20
5. Explain each of these following concepts: 20
  - (a) Sync Sound
  - (b) NAT Sound
  - (c) Ambience Sound
  - (d) Folio artist.

—x—