



UNIVERSITY OF NORTH BENGAL
B.A. General Part-II Examination, 2021

MASS COMMUNICATION AND JOURNALISM

PAPER-IV

RADIO AND TELEVISION

Full Marks: 50

ASSIGNMENT

The figures in the margin indicate full marks.

GROUP-A

1. Answer any *two* questions: 20×2 = 40
- (a) Explain why radio is called an intimate medium. In this context explain the characteristics of radio.
 - (b) Discuss the advantages and disadvantages of LIVE news telecast on television.
 - (c) Differentiate between radio and television news writing.
 - (d) Explain the effect of television on society.
 - (e) Explain the role and responsibilities of Radio News Editor.

GROUP-B

2. Answer any *one* question: 10×1 = 10
- (a) Write a short note on TRP.
 - (b) What is Radio Talk? Discuss its relevance today.

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