



**UNIVERSITY OF NORTH BENGAL**  
B.A. Honours 6th Semester Examination, 2021

**DSE3-MASS COMMUNICATION AND JOURNALISM**

Full Marks: 60

**ASSIGNMENT**

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

**The question paper contains *two* papers: DSE-3A and DSE-3B.  
The candidates are required to answer any *one* from *two* papers.  
Candidates should mention it clearly on the Answer Book.**

**DSE-3A**

**ADVANCED BROADCAST MEDIA**

**Answer any *three* questions**

20×3 = 60

1. What does the term community mean? Explain in detail the importance of community radio broadcasts. 20
2. Explain in details the Broadcast Bill of India, 1997. 20
3. Explain the various types of television program genres in India. 20
4. What is Public Service Advertisements? Briefly describe the use of Public Service Advertisements in India with examples. 20
5. Describe in brief the steps involved in the Production of ENG by mixing EFP in broadcast media. 20

**DSE-3B**

**SPECIALIZED REPORTING**

**Answer any *three* questions**

20×3 = 60

1. Critically analyze the scope of Business Journalism in India. 20
2. What do you understand by Science Journalism? Mention its sources. 20
3. Critically analyze the state of Sports reporting in India today. 20

4. What do you understand by Environment Journalism? Do media devote ample space to this form of reporting? Explain. 20
5. Comment on Development reporting. Explain with an example. 20

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