

PAPER – II
JOURNALISM / MASS COMMUNICATION

प्रश्न-पत्र – II
पत्रकारिता / जन-संचार

Time Allowed : 1 Hour 30 Minutes (For V.H. candidates 2 Hours)

Maximum Marks : 150

निर्धारित समय : 1 घण्टा 30 मिनट (दृष्टिबाधित अभ्यर्थियों के लिए 2 घण्टे)

अधिकतम अंक : 150

Attention :

1. *This paper consists of **six** questions. Candidates should attempt any **five** questions. All questions carry equal marks.*
2. *Answer-Books will be supplied by the Commission.*
3. *Answers to all questions must be written either in English or in Hindi. Candidates are not allowed to write the answers partly in English and partly in Hindi. The language chosen must also be indicated in the space provided in the Answer-Book.*
4. *Candidates must write their Name, Roll No., Ticket No., and medium at the prescribed place, on the cover page of the Answer-Book correctly. Candidates must also affix their signature and left-hand thumb impression on the cover page at the prescribed places. The above instructions must be fully complied with failing which the Answer-Book will not be evaluated and 'zero' mark will be awarded. For V.H. candidates with disability of more than 40%, the scribe may write Name, Roll No., etc. on the Answer-Book. However, V.H. candidates who are unable to sign will put their left-hand thumb impression in the space provided for on the Answer-Book.*
5. *No credit will be given for answers written in a language other than the one opted by the candidate.*
6. *"Mobile phones and wireless communication devices are completely banned in the examination halls/rooms. Candidates are advised not to keep mobile phones/any other wireless communication devices with them even switching it off, in their own interest. Failing to comply with this provision will be considered as using unfair means in the examination and action will be taken against them including cancellation of their candidature."*

JOURNALISM / MASS COMMUNICATION

1. Intro/lead writing is an art and craft. Discuss various types of intros with suitable examples in the light of this statement. 30

2. What is the purpose of Copyright Law ? Can ideas be copyrighted ?

OR

Media regulation is a double-edged sword. Do you agree with this statement ? Substantiate your answer in the light of recent debates. 30

3. Briefly describe the powers and threats of social media, which is now an emerging trend in the world. Do you think in this scenario one should vouch for media regulations as well ? 30

4. News is the only product which sells below the cost of its production. In view of this statement, discuss the economy of the newspapers. 30

5. Advertising subsidizes news and entertainment for the consumer. This, many allege also results in the corporate voice influencing editorials. What is your view on this and the growing concern about the 'paid news syndrome' ? 30

6. Write short notes on any *two* of the following : (word limit 150 each) 2×15=30

- (a) Hypodermic theory or Magic Bullet theory
- (b) Radio as a grassroots communication tool
- (c) Mainstream media vs. Regional language media
- (d) Role of media in conflict situations