

Ex/MAS/PG/1.4/2024

**MA IN JOURNALISM & MASS COMMUNICATION
EXAMINATION, 2024**

(1st Year, 1st Semester)

ELECTRONIC MEDIA : RADIO AND TELEVISION

PAPER : PG/1.4

Time : 2 Hours

Full Marks : 40

Use separate answer scripts for each Group.

GROUP—A

(Answer *any one* question.)

1. Is radio still relevant as a mass medium? Explain its relevance in context of the social impact radio has on Indian listeners. 20

(OR)

‘Broadcasting code is necessary to regulate broadcasters’ – Explain the statement in light of radio broadcasting code of India. 20

**(2)
GROUP—B**

(Answer *any one* question.)

2. Assume as a programme producer of a satellite television channel you get an assignment to produce a talk show on the strategies to develop Indian Football. Write in detail different steps you have to adopt. 20

(OR)

From ‘Hum Log’ to ‘Bade Acche Lagte Hain’ television serials of national television channels have changed proportionally with the socio-economic changes of India. Give your opinion with suitable examples. 20

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