



**WEST BENGAL STATE UNIVERSITY**  
B.A. Honours 3rd Semester Examination, 2020, held in 2021

**JORACOR05T-JOURNALISM AND MASS COMMUNICATION (CC5)**

**INTRODUCTION TO BROADCAST MEDIA**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **ten** questions from the following: 2×10 = 20
- (a) What is sound culture?
  - (b) What is non-sync sound?
  - (c) What is Digital Image?
  - (d) What is Exposure in camera Language?
  - (e) What is voice over?
  - (f) What is storyboard?
  - (g) What is Dolly-in?
  - (h) What is helicopter shot?
  - (i) What is Voice of India?
  - (j) What is Newsreel?
  - (k) What is News Production Cycle?
  - (l) What is News Formulae?
  - (m) What is Sound Scape?
  - (n) What is Visual Culture?
  - (o) What is Birds eye view shot?
2. Write Short notes on any **three**: 5×3 = 15
- (a) Sound Design
  - (b) Basics of an image
  - (c) News Capsule
  - (d) Types of Camera shots in TV
  - (e) AIR
  - (f) Types of Microphones.

3. Answer any *one* question from the following: 15×1 = 15

- (a) Characterise Radio as a medium of Communication with reference on FM Radio.
- (b) Trace the history of Images from TV image to Digital image.
- (c) What are the different ways of editing TV news? Give examples.

**N.B. :** *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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