

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI
II SEMESTER 2021-2022
GS F223: INTRODUCTION TO MASS COMMUNICATION
COMPREHENSIVE EXAMINATION (CLOSED BOOK)

MM: 70

DATE: 13. 05. 2022

DURATION: 3 HRS

Q1. Feature writing is a creative expression of one's opinion on a topic of social relevance and subjects of topical interest. In the light of this statement, explain feature writing in the broader domain of Journalism? Explain and exemplify the techniques of features along with the types.

20M

Q2. Indian Cinema has undergone various stages in its journey as an indispensable mass medium. Explain the evolution of Indian Cinema with appropriate examples. Nonetheless, it has wonderfully projected India's cultural values and belief systems through several formats of filmmaking. Justify this statement with specific reference to any one of the films mentioned below:

i) *Pather Panchali*

ii) *Devi*

(5+10=15M)

Q3. Radio has been used both as an educational as well as a propaganda tool. Justify with examples.

10M

Q4. PR and Advertising are tools of applied Mass Media, Explain the changing dynamics of both in relation to the present challenges faced by the Corporate houses.

10M

Q5. Explain Mass Media theories? How do they help us in understanding the role of Media in the society?

15M

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