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Total No. of Printed Pages: 1

Total No. of Questions: [09]

B.A (Journalism and Mass Communication) (Semester – 4th)

FOLK MEDIA

Subject Code: BJMCS1-405

Paper ID: [21420122]

Time: 03 Hours

Maximum Marks: 60

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A

(2 marks each)

Q1. Attempt the following:

- a. Define Communication
- b. Define Folk Media
- c. Define Culture
- d. What do you mean by Radio
- e. Define Folklore
- f. Which form of media did Utpal Dutt use during the freedom struggle?
- g. What does the term Jan Madhyam mean?
- h. List any three old forms of traditional communication
- i. Explain IPTA
- j. List any two characteristics of folk media.

Section – B

(5 marks each)

- Q2. Why do you think folk media continues to be effective?
- Q3. Discuss the advantages of traditional folk media.
- Q4. Explain with examples various types of folk media?
- Q5. Differentiate between traditional media and electronic media.
- Q6. Describe the use of folk media in communication

Section – C

(10 marks each)

- Q7. “Folk media play a very important role in providing linkages with the past” Explain.
- Q8. Define folk media. Discuss the merits and demerits of folk media.
- Q9. Discuss the role of folk media in promoting literacy.