



**WEST BENGAL STATE UNIVERSITY**  
B.A. Honours 2nd Semester Examination, 2019

**JORACOR04T-JOURNALISM AND MASS COMMUNICATION (CC4)**

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 **five** questions from the following: 2×5 = 10
- (i) Frankfurt school was originally attached with which University?  
(A) Heidelberg University (B) Goethe University  
(C) Hamburg University (D) Berlin University
- (ii) The concept of 'Denotation' and 'Connotation' was given by  
(A) Daniel Chandler (B) John Fiske  
(C) Levi Strauss (D) Rolland Barthes
- (iii) Who proposed the Six categories of Codes?  
(A) Daniel Chandler (B) John Fiske  
(C) Ferdinand de Saussure (D) Rolland Barthes
- (iv) In which Essay did Stuart Hall introduce the Reception Theory?  
(A) 'The Bias of Communication'  
(B) 'Encoding and Decoding Television Discourse'  
(C) 'The Process and Effects of Communication'  
(D) 'The Media, Power, and Democracy'
- (v) 'Yakshagana' is the most popular folk drama of  
(A) Kerala (B) Karnataka (C) Maharashtra (D) West Bengal
- (vi) Who is the 'Father of Semiotics'?  
(A) Antonio Gramsci (B) John Fiske  
(C) Ferdinand de Saussure (D) Paul Ricœur
- (vii) According to linguist C.W. Morris semiotics can be classified into \_\_\_\_\_ structural formats.  
(A) Three (B) Four (C) Five (D) Six
- (viii) What is the Example of Arbitrary Code?  
(A) Any scientific symbols or names of living organism  
(B) Any cultural form  
(C) Any programme that is made for specific audience  
(D) Any non-verbal form like gesture, head nods etc.

- (ix) Reception Theory was developed by  
✓ (A) Harold D. Lasswell (B) Stuart Hall  
(C) Wilbur Schramm (D) Donald L. Shaw
- (x) According to Marshall McLuhan the meaning of Technological Determinism is  
✓ (A) The belief that technological development determines cultural and social change  
(B) To explain how individuals use media  
(C) To identify the media effects on public  
(D) Understanding Media uses and its extension
2. Answer any *four* questions from the following: 10×4 = 40
- (a) Critically discuss the framework given by Marshall McLuhan on how technology shapes society. Explain with the concept of 'Technological Determinism' given by McLuhan. 10
- ✓(b) What, according to you, is the relationship between a folk performer and the audience in a live performance? 10
- (c) Ideology is encountered in the practices of daily life. Elaborate with relevant examples. 10
- ✓(d) What are the three ways in which media texts could be received according to Stuart Hall? Explain with examples. 10
- (e) Write short notes on any *two* of the following: 5×2 = 10
- (i) Hegemony  
✓(ii) Reception theory  
(iii) Medium is the message  
(iv) Fandom in Popular Music  
✓(v) Woman as Active Audiences.
- ✓(f) Discuss the important concepts of Frankfurt school of critical theory. Explain the theory of Culture Industry. 10

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