

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5384

G

Unique Paper Code : 12037517

Name of the Paper : Folk Media and  
Communication

Name of the Course : B.A. (H) Journalism

Semester : V

Duration : 3 Hours

Maximum Marks : 75

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains 2 parts. Both parts are compulsory.
3. Candidates have to answer ANY THREE questions in Part A and ANY THREE questions in Part B.
4. Questions in Part A carry 10 marks each and questions in Part B carry 15 marks each.

P.T.O.

## PART A

Answers any **THREE** questions.

(3×10=30)

1. What is the significance of understanding oral tradition as a key component of folk media?
2. Explain the role of folk music in conveying cultural narratives and values.
3. Describe the characteristics of street theatre and puppetry as components of folk media.
4. Explain how folk songs, street theatre, folk tales and folk games can be integrated for community development.
5. How has modern technology influenced folk communication, and what are the differences in communication methods between traditional and modern approaches?

## PART B

Answers any **THREE** questions.

(3×15=45)

6. Explore the ethical responsibilities of individuals and communities when participating in folk media production.
7. How do the objectives of folk media align with its potential for social change, and what ethical dilemmas may arise in the process?
8. Explore the ethical considerations that folk media practitioners must keep in mind while producing content.
9. Provide a detailed outline of the steps involved in the development of street play and puppetry performances.

10. Compare and contrast the impact of modern technology on traditional folk communication methods, highlighting both advantages and disadvantages.