

04/01/2024

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5543

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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.

PART A

Answer any THREE questions

(3×10=30)

1. Describe the concept and characteristics of folk media.
2. Write a short note on the ethics and social responsibility of Folk Media and Communication.

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3. Differentiate between Folk songs and Folk tales.
4. "Folk media is a catalyst for rural development". Explain in brief.
5. How can we preserve our folk culture in the modern technological era? Explain in brief.

PART B

Answer any **THREE** questions (3×15=45)

6. Discuss in detail the concept of 'People as Producers' in folk media and communication.
7. How important is folk media communication? Explain its advantages & limitations.
8. Do you think that theatre and puppetry are still more effective in communicating developmental issues in rural India? Explain in detail.
9. Which government agencies promote folk media and communication in your/any one state? Discuss with suitable examples.
10. Describe the parlance of 'Art for Art's sake' with suitable examples.