**Birla Institute of Technology and Science, Pilani**

**II Semester 2016-17**

**Comprehensive Examination**

**GS F223: Introduction to Mass Communication**

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**MM: 35 Duration : 3 hrs 16/ 05 / 2017**

Q1. Rajagopalachari- “I want to look upon Journalism as an art and not as an industry. Journalists are like painters and poets rather than factory workers. They are really creating works of art… Elaborate. **4**

Q2.What is the difference between hard news and soft news? Come up with the factual hard and soft news on campus. **4**

Q3. Ethics has a bigger role in Hindi cinema as the films bring change in the society. Discuss the ethical issues which are censored by the board in the Hindi films. **4**

Q4. What do you understand by Nritta, Nritya and Natya? Name the classical dances of India and what is their significance as the mode of mass communication?

**7**

Q5. Write an editorial on “Women safety in India”. Give appropriate heading and follow the format. **6**

Q6. “**Before the flood**” is a powerful documentary which does thorough justice with the subject it deals with. Write a critical note of about 300 words on the same documentary.  **4**

Q7. Why advertising is considered as medium of mass communication? Define and comment how it changes the perception of the masses by taking example of three advertisements.  **1+2+3**