

**JOURNALISM AND MASS COMMUNICATION — HONOURS**

**Class Test - 2023**

**Paper : DSE-B(2)-1**

**Folk and Community Media**

**Full Marks : 25**

Group A

1. Answer any ten questions from the following : 1×10
- (a) Who first coined the term 'Development Communication' and in which year?
  - (b) Which one is the famous theatrical form in rural Bengal?
  - (c) What do you mean by 'Oral Tradition'?
  - (d) What is the full form of NGO?
  - (e) Who is considered as the pivotal character of Gambhira?
  - (f) In which year did UNESCO begin a rigorous campaign for the use of traditional media for development?
  - (g) What is meant by tradition?
  - (h) Which famous literary figure was associated with Leto?
  - (i) Name a film where Kabigaan has been treated as the pivotal theme.
  - (j) Which is the folk form of Marathi theatre?
  - (k) What do you understand by folk theatre?
  - (l) Which traditional performance is alternatively known as 'Krishna Tandava'?

Group B

2. Answer *any one* question :

- (a) What do you mean by 'Culture'? What are the relations between Culture and Tradition? — Discuss with examples. 5+10
- (b) Briefly explain important Folk forms of Bengal with their unique features. 15
- (c) Have the Five-Year Plans been really successful in fulfilling the rural developmental needs with reference to recent government policies? Discuss the role of Niti Ayog. 10+5
- (d) Describe the role of rural newspapers in the development. Have you found any difference between a rural newspaper and a district page of any corporate newspaper? Answer with example. 10+5
- (e) What is Traditional Folk Media? What are the characteristics of Traditional Folk Media? What are the differences between Folk Media and Mass Media? 5+5+5