

2083

4

10. Compare the influence of modern mass media and folk media on rural and semi-urban communities.

(100)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2083 K

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.

2083

2

Part A (Short Answer Questions :

(10 marks each)

1. Define Folk Media and explain its key characteristics with examples.
2. Write a short note on Oral Tradition and its role as a medium of communication in India.
3. Discuss the objectives of Folk Media as aesthetic, expressional, and communicational tools.
4. Explain the contribution of government agencies such as the Song and Drama Division in promoting folk artists.
5. How has modern technology influenced folk communication in contemporary India?

2083

3

Part B (Long Answer Questions :

(15 marks each)

6. Analyze the relationship between gender, caste, and folk traditions in Indian society.
7. Evaluate the role of theatre, music, and dance as narrative forms of folk media in rural communication.
8. Examine how the Directorate of Advertising and Visual Publicity (DAVP) and the Ministry of Rural Development use folk media for developmental communication.
9. Discuss the concept of folk culture and its interconnection with communication processes.

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