

**5113-B**  
**M.A. (FINAL) EXAMINATION, 2019**  
**ENGLISH**  
**Paper – III-B**  
**LITERATURE, FILMS & MASS COMMUNICATION**  
Time: Three Hours  
Maximum Marks: 100

**PART – A (खण्ड – अ)**

[Marks: 20]

*Answer all questions (50 words each).*

*All questions carry equal marks.*

सभी प्रश्न अनिवार्य हैं। प्रत्येक प्रश्न का उत्तर 50 शब्दों से अधिक न हो।

सभी प्रश्नों के अंक समान हैं।

**PART – B (खण्ड – ब)**

[Marks: 50]

*Answer five questions (250 words each).*

*Selecting one from each unit. All questions carry equal marks.*

प्रत्येक इकाई से एक-एक प्रश्न चुनते हुए, कुल पाँच प्रश्न कीजिए।

प्रत्येक प्रश्न का उत्तर 250 शब्दों से अधिक न हो।

सभी प्रश्नों के अंक समान हैं।

**PART – C (खण्ड – स)**

[Marks: 30]

*Answer any two questions (300 words each).*

*All questions carry equal marks.*

कोई दो प्रश्न कीजिए। प्रत्येक प्रश्न का उत्तर 300 शब्दों से अधिक न हो।

सभी प्रश्नों के अंक समान हैं।

## **PART – A**

Q.1 Answer all questions -

- (i) What is the difference between 'adaptation' and 'translation'?
- (ii) Write any two similarities between film and literature.
- (iii) Who directed the film 'Guide' and when was it released?
- (iv) Deepa Mehta's 'Earth 1947' is based on a famous work. Name the writer and his work.
- (v) What are the types of mass communication?
- (vi) What is the term Journalism refer to?
- (vii) Define the term 'Polysemy'.
- (viii) What is the purpose of intertextuality?
- (ix) State the difference between advertising and publicity.
- (x) What are mass publicity materials?

## **PART – B**

### **UNIT –I**

Q.2 What is the difference between 'motif' and 'symbol'? Give suitable examples.

Q.3 What do you understand by 'Visual Metaphor'? Describe giving suitable examples.

### **UNIT –II**

Q.4 Comment upon the art of characterization in the movie 'Lagaan'.

Q.5 Is Raju a transformed man by the end of the film 'Guide'? Do you agree? Justify.

### **UNIT –III**

Q.6 What are the characteristics of 'Feature Writing'?

Q.7 Write a brief note on Journalistic skills.

### **UNIT –IV**

Q.8 Discuss the advantages and disadvantages of Radio advertising.

Q.9 Describe different types of T.V. programmes and the techniques.

### **UNIT –V**

Q.10 Throw light on the role of Print Media in present time.

Q.11 Briefly comment on some significant management practices that enhance employee productivity.

## **PART – C**

Q.12 Discuss some important cinematic techniques applied in film adaptation.

Q.13 'Pather Panchali' is described as a turning point in Indian Cinema. Elaborate.

Q.14 Discuss some major theories of Mass Communication.

Q.15 Is Internet Radio the biggest advertising opportunity of the future? Comment.

Q.16 'The history of advertising is closely connected to the development of capitalism'. Discuss.

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