

GENERAL ENGLISH, MASS
COMMUNICATION & JOURNALISM AND
GENERAL AWARENESS

Full Marks : 200

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

PART—A

1. Write an essay on any *one* of the following topics (250 words) : 30
- (a) Man-animal conflict and the scenario in Assam
 - (b) The impact of globalization on the lives of the common people
 - (c) Global warming and the need for sustainable development

2. Read the following passage carefully and answer the questions that follow :

Supposing you have to make a payment of ₹ 100, you can do so in rupee-coins; but it would be cumbersome to pay in nickel or copper coins because they are heavy to carry,

and also because it takes much time to count them. The Government therefore, permits you to make the payment in rupee-notes. What are these rupee-notes really? They are a kind of money, right enough, although they are made of paper instead of metal. You can use them in just the same way that you use ordinary money. The reason why they are made of paper and used is that they save the trouble of carrying metal coins about—of course, paper is lighter than metal—and they also save using silver and other metals when they are scarce.

What makes these mere pieces of paper bear the value of the number of rupees that is printed upon them? Why should a piece of paper with '100' printed on it, be worth twenty times as much as a piece of paper with 'five' printed on it—and also worth a hundred times as much as a silver rupee-coin? The reason is that the Government guarantees that the piece of paper is worth the amount printed on it, and promises to pay that amount to anybody who wishes to exchange this paper for the rupee-coins. Also, if you think about it, you can easily realize that crores and crores more of rupee-coins would have to be minted, if all paper money were abolished.

Perhaps you may ask, "Then why not have paper money only? Why use silver, nickel and copper at all?" The answer is—because money must, as we have already said, be something so useful that everyone wants. Also because the metals are the best form of money; and thirdly because it would be impossible to print just the right amount of paper money that would keep prices at their proper natural level. If any Government prints too much paper money, then prices go up at once. The supply of money is increased and therefore, its value (in food, clothes, books, houses, land, tools and everything else) goes down.

You may think at first that it is ⁹² queer to talk of having too much paper money, and that money is so nice and useful that you cannot have too much of it. But if you think that I am afraid, you are forgetting that money is only useful for what it will buy; so it is no good at all having more money if there are no more things to buy with it. The more money there is, the higher will be the prices of everything. Money is of no use by itself, but only makes it easier to exchange things. The same thing happens with rupee-coins as with paper money. But it is not likely to happen, for this reason; it is very easy to print a great

deal of paper money, but not at all easy to increase the amount of rupee-coins. Silver has to be dug out of mines and it is very difficult to get; so the amount there is if it keeps very steady and changes very little. In fact, that is one of the chief reasons why it was chosen to make coins.

Questions :

- (a) Why does the Government allow payment to be made in paper notes? 4
- (b) What is more valuable, to have hundred rupee-coins in silver or a hundred rupee-note in paper? 2
- (c) If metal rupee-coins are so cumbersome, why should we not have only paper money? Why should we not print as much of it as possible? 5+3=8
- (d) What is the real use of money? 2
- (e) Why should the prices of commodities go up when there is plenty of paper money? 5
- (f) Why is it not at all easy to increase the amount of rupee-coins, though it is very easy to print a great deal of paper money? 4

- (g) Suggest an appropriate title to the passage. 3
- (h) Give the meaning of—
- (i) guarantee;
 - (ii) queer. 2
3. Write a report on any *one* of the following (250 words) : 40
- (a) The State of Assam is reeling under the fury of floods. Large parts of the State are under water requiring people to take shelter on roads and embankments. In spite the efforts of the Government to tackle the situation, there have been a lot of criticism from the people and the media that the Government measures are not enough.
- You, as a Senior Information and Public Relation Officer of the State Government, prepare a report for the media highlighting the measures undertaken by the Government to tackle the situation.
- (b) It has come to the notice of the Government that the prices of vegetables and essential commodities have gone up during the last few weeks

(6)

creating a lot of resentment among the people. This factor is further aggravated with a number of essential commodities are not available in the open market.

You, as a Senior Information and Public Relation Officer of the State Government, prepare a report covering all the aspects and suggestions to redress the people's concern. The report is to be submitted to the Government.

PART—B

4. Write short notes on any *four* of the following : 5×4=20

- (a) Spin-doctoring
- (b) Cheque book journalism and paid media
- (c) Media behaviour on election climate
- (d) Embedded journalism and conflict reporting
- (e) Ambush journalism and right to privacy
- (f) Media polarization and biased reporting

5. Write in brief on any *two* within 400 words each : 10×2=20

(a) "Crisis management usually does not require defensive attitude." Enumerate this statement in the light of some of the recent crises that have rocked the corporate world.

(b) What do you understand by copyright and copyleft policies? Discuss the concept of creative commons licenses and plagiarism issues.

(c) Write a letter to the editor of a daily newspaper on the issue—
"No geo-political borders; no refugee—the world is for all."

6. Write in detail within 700 words each : 15×2=30

(a) Digital penetration has also led to penetration of fake news. Can there be measures to curb such content without impinging on the freedom of expression?

Or

Do you think web series are doing 'role reversals' of women in the pretexts of freedom of speech and expression than

actually doing women empowerment? Critically evaluate the changing pattern of media framing on portrayal of women in web series.

- (b) "Media activism is the current need." Do you believe media activism is a judicious practice? Explain this in the wake of recent media activism on environmental and corruption issues.

Or

"We share the notion of a human-centered future society... ." This was the G20 Leaders' declaration in Osaka. How do you think Indian media can help in promotion of this vision for Indian economy's progress in the long run?

7. Write any *three* of the following : $10 \times 3 = 30$

(a) Is #MeToo a political campaign issue in India? Enumerate the sexual harassment activism on social media with recent examples.

(b) Can NRC be a solution to the existing illegal immigration issue or is it going to aggravate the mounting refugee crises? Discuss in detail.

(c) India has recently launched 'Chandrayan-2'—moon lander mission with a budget of INR 978 Cr. What are your views regarding this? Do you think that this is visionary step for the Indian economy and how is it going to present India in a global forum?

(d) Express your views on dredging of the Brahmaputra riverbed. Also defend that water harvesting is irrelevant for flood-prone Assam.

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