

VISVA-BHARATI
Centre for Journalism and Mass Communication
ADMISSION TEST – 2011

Full Marks : 50

Duration : One Hour

1. Write an essay on any one of the following (not more than 600 words): **15**

- i) Ethnic Plurality and National Integration with a special reference to India
- ii) New media and the media function
- iii) Role of Civil Society in Developing a Nation
- iv) Media and Rabindranath Tagore

2. Summarize with a proper Heading (not more than 200 words). **10**

In today's increasingly mediated culture, media has become an integral part of the lives of children and adolescents. A vast majority of them now have access to multiple media and spend considerable amount of time either watching television or using the Internet. This is true not only in urban India But in rural areas where owing a television set has become a common phenomenon. To sum up, young people today are increasingly living in a multidevice, multiplatform and multichannel world (Carr, 2007)

The rising media diet of the younger generation is reflected by Sigman (2005) who said, "Children now spend more time watching a television screen than they spend in school. At this very moment, the average 6-year old child will have already watched for nearly one full year of their lives. In fact, most of our children now literally have more eye contact with television characters than with their own parents"

Earlier the UNESCO's Global Study on Media Violence (1999) pointed out that the world's children spend an average of three hours daily in front of the screen. This was at least 50 percent more time spent with this medium than with any other out-of-school activity, including homework, being with family or friends, or reading.

In the Indian context, the reach of the media has been increasing manifold in recent years. According to the Indian's Readership Survey 2007 Round two, television has reached to about 55.1 percent of the homes which includes 31 percent having satellite connections. Similarly 38.3 per cent people have access to print media; 19.7 per cent of the people listen to radio and 1.6 percent has access to the Internet. With this increasing media presence, the young people have a variety of choice to choose from especially when television is concerned.

Visva Bharati Admission Test Question Paper English

Ying Liu



Visva Bharati Admission Test Question Paper English:

Monograph and Occasional Papers Series ,1969

Indian Books in Print ,2002

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