

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BA (JAMC) (2019 Onwards) (Sem.-1)  
**INTRODUCTION TO MEDIA & COMMUNICATION**

Subject Code : BAJMC-102-18

M.Code : 75315

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

**SECTION-A**

1. Write briefly :

- a) Direct Effects paradigm
- b) Large group communication
- c) Interpersonal communication
- d) Concept of public sphere
- e) Any two characteristics of Transmission model
- f) Meaning of propaganda
- g) Public agenda
- h) Culture of mass media
- i) Twitter as tool of communication
- j) Any two features of Libertarian theory of the Press

## SECTION-B

2. What is the contribution of the Internet to everyday life of people?
3. Distinguish between mediated and non-mediated communication with suitable examples.
4. Describe the process of mass communication.
5. Discuss the Reception Model of communication.
6. Explain Mass Society theory. Is it still relevant?

## SECTION-C

7. What do you understand by Agenda setting?
8. Critically evaluate Cultivation Analysis.
9. Discuss the emergence of alternative paradigm in media theory.

**NOTE : Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC against the Student.**