

Roll No.

Total No. of Pages : 02

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Bachelor of Arts (Journalism and Mass Communication) (Sem.-1)

INTRODUCTION TO MEDIA AND COMMUNICATION

Subject Code : UC/BAJMC-102-19

M.Code : 77260

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) Any two features of Direct Effects paradigm
- b) Key points of a large group communication
- c) Any two essential elements of interpersonal communication
- d) Role of public sphere in communication
- e) Any two characteristics of Transmission model
- f) Meaning of propaganda
- g) Media agenda
- h) Modern Culture and mass media
- i) Twitter as tool of mass communication
- j) Any two features of Libertarian theory of the Press

SECTION-B

2. How has the Internet impacted the everyday life of people?
3. Highlight the points of distinction between mediated and non-mediated communication with suitable examples from Indian society.
4. What is the process of mass communication? Explain with an example.
5. Discuss the Publicity Model of communication.
6. What are the characteristics of Mass Society theory? Is it still relevant?

SECTION-C

7. Explain Agenda setting theory with an example from Indian media.
8. What are the features and applications of Cultivation analysis?
9. How has the alternative paradigm in media theory emerged?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.