

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BA (JAMC) (2019 Batch) (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**

Q1. Write briefly :

- i) Twitter handle
- ii) Blogging
- iii) Intra-personal communication
- iv) Reception model
- v) Mass society
- vi) Limited effects model
- vii) Cultivational Differential
- viii) Dyad communication
- ix) Publicity
- (x) Personal Influence Theory

## SECTION-B

- Q2. How Internet has affected everyday life? Discuss.
- Q3. What is Mediated Communication? Discuss.
- Q4. Discuss Transmission Model in detail.
- Q5. Discuss Individual difference theory in detail.
- Q6. Write a note on '*Spiral of Silence*'.

## SECTION-C

- Q7. What are different forms of Communication? Which form is the most important and why?
- Q8. What is Public sphere? What is the role of media in it? Discuss.
- Q9. What is Agenda setting theory? What role has it played in Lok Sabha Elections, 2019? Discuss.

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