

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

Date of Examination : 14-01-23

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) Message
- b) Multi-media
- c) Kinesics
- d) Twitter
- e) SMR
- f) Feedback
- g) OL
- h) Cultural
- i) Non Verbal communication
- j) Effective communication

## SECTION-B

2. Write a note on media and everyday life.
3. Discuss the process of Mass Communication.
4. Write a note on publicity model of Communication.
5. Explain the personal influence theory of mass communication.
6. How mobile phones are useful for us?

## SECTION-C

7. Write about the Normative theories of the Press in detail.
8. Define Communication. Write about various forms of communication in detail.
9. **Explain the following :**
  - a) Agenda Setting
  - b) Spiral of Silence

**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.**