



Total No. of printed pages = 2

**SUBJECT CODE - JMC092101**

Roll No. of candidate

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**2017**

**End Semester BA(JMC) Examination**

**1<sup>st</sup> Semester**

**INTRODUCTION TO SOCIETY, COMMUNICATION AND MASS MEDIA**

Full Marks- 70

Pass Marks- 21

Time- 3 hours

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*The figures in the margin indicate full marks.*

**PART – A**

**Q.1. All questions are compulsory:**

**(16 X 1 = 16)**

- A. Mention two qualities of a journalist.
- B. Write any two functions of journalism.
- C. What do you mean by Mass Society?
- D. What is News?
- E. Define communication.
- F. Write any two functions of communication.
- G. Explain Lasswell's Communication Model?
- H. What is development media theory?
- I. What is urbanization?
- J. What do you mean by Entertainment Industry?
- K. What is the meaning of Globalization?
- L. What is the definition of Mass Media?
- M. Name two objectives of Mass Media.
- N. What is mass culture?
- O. Name any two children's channels.
- P. Mention any two sports channels.

**PART – B**

**Q.2. All questions are compulsory:**

- A. Write a brief note on credibility crisis in current trend of journalism.

**(3 Marks)**

Or

Give a brief account on managing news content in today's news room.

B. Write a brief note on society and religions in India. **(4 Marks)**

Or

Write a short note on the role of media in social change.

C. Briefly explain with examples any four barriers to communication. **(3 Marks)**

Or

What is Social Responsibility Theory?

D. What is the relation between Mass Media and Mass Culture? **(4 Marks)**

Or

Write a short note on revolutionary developments in the mass media and information technologies.

### **PART – C**

**Q. 3. Choose any one set of questions from each group: (4 X 10 = 4)**

A. i. Write a short note on history and development of Journalism in India.

ii. Discuss briefly the development of electronic media in India.

Or

iii. Give a brief account of the origin and development of newspaper and magazine in India.

iv. Explain briefly the meaning and concept of mass media.

B. i. Write a short note on cultural shifts in Indian society.

ii. Explain briefly urbanization and migration.

Or

iii. Write a brief note on globalization and its cultural impact.

iv. Write a short note on the growth of entertainment industry.

C. i. With a suitable example explain the various types of communication.

ii. Briefly explain SMCR model and Gatekeeping model.

Or

iii. Explain the 7 C's of communication.

iv. Write short notes on Hypodermic needle theory and Two-step theory.

D. i. Write a short note on Media as fourth pillar of democracy.

ii. Write a brief note on Mass media in rural – urban divide.

Or

iii. Briefly explain the changing trends of mass communication under the process of globalization.

iv. Write a short note on the Private and public media.