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SUBJECT CODE - JMC092102

Roll No. of candidate

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2017

End Semester BA(JMC) Examination

1st Semester

MASS MEDIA INDUSTRY

Full Marks- 70

Pass Marks- 21

Time- 3 hours

The figures in the margin indicate full marks.

PART – A

Q.1. All questions are compulsory:

(16 X 1 = 16)

- A. Mention two types of non-verbal communication.
- B. Name any two barriers to communication.
- C. What is a channel?
- D. Name any two types of media-audiences.
- E. What is the full form of SMCR model?
- F. What is the other name of 'Magic Bullet Theory'?
- G. Free press theory is also known as _____.
- H. What is social responsibility theory?
- I. What is pictography?
- J. Who invented the mechanical printing press?
- K. Name the pioneer of Indian language journalism who published Mirat-ul-akbar?
- L. Who was the founder of the vernacular newspaper called 'Kesari'?
- M. What does AIR stand for?
- N. Name the first television channel of India.
- O. What does DTH stand for?
- P. Mention any two uses of internet.

PART – B

Q.2. All questions are compulsory:

(14)

- A. Briefly explain with examples: group communication and public communication.

Or

(3 Marks)

Briefly explain any three functions of media.

B. Write a brief note on Two step flow theory. **(4 Marks)**

Or

Write a brief note on Social learning theory.

C. Write a short note on development of printing and newspapers. **(3 Marks)**

Or

Write a brief note on Censorship and the 'Mutiny'.

D. Write short note on Community Radio. **(4 Marks)**

Or

Write a brief note on Satellite Television.

PART – C (40 Marks)

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

A. i. Define Communication. Name the different modes of Communication.

ii. Explain the characteristics of Mass Communication?

Or

iii. Discuss the seven Cs of communication.

iv. Explain the difference between Verbal and Non-Verbal communication.

B. i. What is Cultivation Theory?

ii. Explain the model of Gatekeeping in detail.

Or

iii. Discuss the concepts of Authoritarian Theory and Libertarian Theory.

iv. Explain Hypodermic needle theory.

C. i. Write briefly on chronology of development of human communication.

ii. Write a short note on the 'Power' of the press.

Or

iii. Write a note on pioneers in Indian journalism.

iv. Discuss The Indian Press Act (1910).

D. i. Write the characteristics of Radio.

ii. Write short notes on Doordarshan and All India Radio.

Or

iii. What are the characteristics of Television?

iv. Write a brief note on the emergence of New Media.