

Note: -- All Questions are compulsory.
All Questions Carry equal marks.

Q.1. Discuss Do you think modern mass media can be a good tool to bring about Reformation in society ? (15)

Q.2.A. Do political communicator delivers speeches and creates impact? Explain with Reference to Raj Thackarey ? How he Connect with his Masses? (15)

OR

Q.2.B. State the advantages of Social media (8)

Q.2.C. Write in brief about Information economy (7)

Q.3.A. With an example speak in brief about media's role as an up holder of Justice? (15)

OR

Q.3.B. What are the Various roles of mass media play. (8)

Q.3.C. State the characteristics of print media. (7)

Q.4.A. The introduction of radio and television as modern technologies made Communication and mainly mass communication easy and accessible to to all. Discuss. (15)

OR

Q.4.B. Write brief ^{note} on media Convergence. (8)

Q.4.C. State the elements of Communication process? (7)

Q.5. Write short notes on :- (any 3) (15)

1. Decades of Indian Cinema.
2. Features
3. Gate keeping model.
4. Opinion leader
5. Characteristics of television