

Note: All Questions are compulsory.

All Questions carry equal marks.

Q1) Explain the following Concept.

(15)

- i. Information society
- ii. Development
- iii. Culture
- iv. Outdoor Media
- v. Functions of Communication

Q2) Answer the following questions. (Any 2)

(15)

- 1) Media convergence shows its impact on economic and socio-cultural aspects of the society. Discuss.
- 2) Several barriers pose a challenge in communication process? Discuss.
- 3) Draw the diagram and explain the gate keeping model.
- 4) Traditional and folk media is the root of all media that are popular in any culture. Discuss.

Q3) Answer the following questions. (Any 2)

(15)

- 1) Globalization of culture through the media. Elaborate.
- 2) Discuss the components of mass media along with its function. Also, explain difference between mass communication and mass media.
- 3) What impact does social media truly have on society.
- 4) Culture shapes media in important ways, even how media is evolve. Explain.

Q4) A) Discuss the contribution of Malala Yousufasai whose work not only affected nation but the entire globe. Discuss role of mass media to take her international.

OR

Q4) Do you think modern mass media can be good tool to bring about Political & religious reformation? Justify.

Q5) Write short notes on:- (Any 3)

(15)

- 1) Global Village
- 2) Public Relations
- 3) Opinion leader
- 4) Sadharikaran model
- 5) Mass media and Education

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