

VCD/ 301122 /FMC/FYBAMMC-ENG/SEM 1/75 MARKS/ 2 1/2 HOURS

Note: All questions are compulsory.

Digits on the right indicate marks.

- Q.1 Define Communication and discuss the characteristics of communication. (15)
- Q.2 A. What is new media? Discuss its advantages and disadvantages. (7)
B. Explain the features of Newspaper. (8)
- OR**
- Q.2 C. Explain the process of communication. (7)
D. What are the qualities of a good mass communicator? (8)
- Q.3 A. What is verbal communication? Discuss its types. (7)
B. Discuss the meaning and advantages of Folk Media. (8)
- OR**
- Q.3 C. What is the importance of good communication in mass media industry? (7)
D. What are the 3 primary functions of mass media? Discuss with example. (8)
- Q.4 A. Do films communicate positively as well as negatively? Discuss with examples. (7)
B. Explain the age of print and writing of mass communication. (8)
- OR**
- Q.4 C. Discuss the barriers in communication. (7)
D. Explain with diagram the Gerbner's model of communication. (8)
- Q.5 Write short notes. (any three) (15)
- A. Impact of mass media on youth
 - B. Kinesics
 - C. Media Convergence
 - D. Formal communication
 - E. Raja Ram Mohan Roy