

Note: All questions are compulsory

All questions carry equal marks

Q.1 Do political communicator delivers in wooden speech style and creates impact? Explain with reference to Prime Minister Narendra Modi? How he connects with his Indian population 15 M

Q2. Discuss the impact of mass media with reference to Radhe maa case where media intervention changed the situation and position of Radhe Maa 15 M

OR

Q2.A What is non verbal communications and explain the various elements of non verbal communication? 07 M

Q2.B Explain Gate keeping model with neat and labeled diagram? 08 M

Q3. Do you think mass media only creates negative impact on children and youth? Discuss with reference to media consumption of children and youth. 15 M

OR

Q3.A Explain the Major objectives of Prasar Bharthi Act 1990? 07 M

Q3.B Explain various points while making an Ad campaign? 08 M

Q4. Outdoor advertising is best suited if... 15 M

OR

Q4.A What is News? Explain various types of features? 07 M

Q4.B What was the impact factor when media reported "JESSICA LAL CASE"? 08 M

Q5. Write Short Notes On: Any 3 15 M

1. History of Radio
2. Decades of Indian cinema
3. HUB model (with neat and clean diagram)
4. Natyashastra Model
5. Features