

SEM-I

F9BMM

14/3/2017

Mass Comm

Q. P. Code : 01777

(2½ Hours)

[Total Marks: 75]

N. B:

1. All questions are compulsory.
2. Give examples wherever necessary.
3. Figures to the right indicate marks assigned.

1. Answer Briefly (Any Five) :

1. Mass Communication
2. Broadcast Media
3. Public Relations
4. Information Economy
5. Information superhighway
6. Mass Media and children
7. Sociological Model

(15)

2. a. What is Communication? Explain the process of Communication with a diagram. (08)
b. Discuss any two Barriers of Mass Communication. (07)

OR

2. Discuss any two decades of Hindi cinema with examples. (15)
3. a. Explain the portrayal Of Women in Indian cinema with examples. (08)
b. Explain the importance of the Television as a mass medium. (07)

OR

3. Who according to you is a good Political communicator? Explain by giving instances in which she / he connected with the masses. (15)

4. a. Discuss the impact of Social Media and give examples for the same. (08)
b. Discuss the undesirable effects of Mass Media on Youth. (07)

OR

4. Elaborate the conceptual framework of Media Convergence and its technological and economic dimension. (15)

5. Write short notes (Any Three) :

1. Gatekeeper
2. Traditional Media
3. Mass Media and Culture
4. Functions of Mass Communication
5. Digital Media

(15)

TURN OVER

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