

dt :- 23/3/23

Malini Kishor Sanghvi College of Commerce and Economics

Fundamentals of Mass Communication

Class: FYBAMMC

Sem I Duration: 2hrs.30mins.

(75 Marks)

Note: All questions are compulsory with internal choice

Q1) Explain the following (Any 5)

(15 marks)

- A) Cultural Barriers to communication
- B) Features of outdoor media
- C) Riley's model of communication
- D) Powada
- E) Magazines
- F) Doordarshan
- G) Hub model of communication

Q2 A) What are the various functions of mass media?

(8 marks)

B) What are the different forms of communication?

(7 marks)

OR

Q2 C) Describe the Westley and MacLean's Model of communication

(8 marks)

D) What are the elements of communication?

(7 marks)

Q3 A) Write a brief note on radio as popular mass medium in India.

(8 marks)

B) Explain the impact of films on Youth and Children with examples.

(7 marks)

OR

Q3 C) What makes a news newsworthy? What are the features of newspaper?

Explain the different types of newspapers.

(15 marks)

Q4 A) Explain the impact of social media on society with examples.

(8 marks)

B) Write a brief note on eminent personalities who used mass media

for social change.

(7 marks)

OR

Q4 C) Explain the impact of new mass media convergence.

(15 marks)

Q5) Write short notes on (Any three)

(15 marks)

- A) Functions of mass communication
- B) Gerbner's model of communication
- C) Transition from electric to electronic media
- D) Press council of India
- E) Impact of mass media on education

