

30/11/2018



Time: 2:30 Hours

Marks: 75

- Note: 1. All Questions are compulsory
2. Figures to the right indicate marks

Q1. Explain the following concepts (Any five). (15 marks)

1. Process of Communication
2. Folk Media
3. Communication Model
4. Information Superhighway
5. Code of Conduct for AIR
6. Digital Media
7. Hub Model

- Q2. (a)** Explain the tools of mass communication. How is Mass Communication different from other forms of communication? (08)
(b) Describe the barriers of communication with suitable examples. (07)

OR

- Q2.** What is Media Convergence? Explain with examples its socio-cultural dimension. In what ways does convergence impact traditional mass media? (15)

- Q3. (a)** Explain Films as a tool of mass communication. Analyse films that have performed the function of educating and inspiring masses. Justify giving examples. (08)
b) With specific example explain Portrayal of women in Indian Cinema. (07)

OR

- Q3. (a)** Discuss the use of internet as a means of mass communication in India. Describe its advantages and disadvantages with examples. (08)
b) How can mass media be used to bring about social change. Explain giving examples particularly from the field of Journalism. (07)

- Q4.** Explain the following two communication models and its relevance to mass media in detail:
i) George Gerbner model ii) Kurt Lewin model (15)

OR

- Q4.** Who according to you is a good social communicator? Explain by giving instances in which s/he connected with the masses. (15)

Q5. Write Short Notes on: (Any Three) (15)

1. Evolution of Radio
2. Appeals in Advertising
3. Print v/s Broadcast media
4. Public Relations
5. Impact of media on Youth