

2021

Journalism & Mass Communication

[Semester – I]

Mass Communication

Paper Code: MAJMC-01

Full Marks : 40

Time : : 2 Hours

The figures in the right-hand margin indicate marks. Candidates are required to give their answers in their own words as far as practicable.

1. Answer any FIVE (5) questions **5 × 2 = 10**

- a) Define Communication
- b) Sadharanikaran
- c) Mention the name & number of Communication
- d) Gate Keeping
- e) Agenda setting
- f) Publicity
- g) Propaganda
- h) Two (2)-step flow of Communication.

2. Answer any TWO (2) questions **2 × 5 = 10**

- a) Explain the characteristics of inter-personal and mass communication.
- b) Discuss about the merits and demerits of traditional media.
- c) Discuss about the theory of communication of Aristotle.
- d) Write about the development communication.

3. Answer any TWO(2) questions **2 × 10 = 20**

- a) Write about the theory of Noam Chomsky.
- b) Explain the Berlo's theory.
- c) Discuss about the theory of C.E.Osgood.
- d) Describe the theory of Shannon & Weaver.