KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Bhupen Hazarika School of Mass Communication

Home Assignment

Bachelor of Arts (Journalism and Mass Communication)

Introduction to Mass Communication: GJMC-01

First Semester- 2017

Total Marks 50

Assignments are required to be written in your own language, copying in toto from the learning material will carry less score.

A. Answer the following questions within 50 words 2 x 4= 8 marks

Q.1 : What are the pitfalls of media globalization?

Q.2 : What do you mean by petroglyphs ?

Q.3 : Who produced the first photograph and in which year?

Q.4 : How is visual communication expressed?

B. Answer the following questions within 75 words. 3x4 = 12

Q.1 : What are the different elements of human communication?

Q.2 : What are the characteristics of print media?

Q.3 : What are the principles of cultivation theory?

Q.4 : What do you mean by bullet theory? Is the bullet theory applicable in the present day context?

C. Answer the following questions within 150 words. 5x2=10

Q.1 : What are the characteristics of mass audience?

Q.2 : Discuss UNESCO's efforts in removing imbalance in news flow.

D. . Answer the following questions within 300 words. 10x2=10

Q.1 : Describe the different stages of the evolution of modern communication.

Q.2 : What are the traditional forms of communication in India?