No. of Printed Pages—2

18 (CCOM)

[19-HBPGKOW–M1S(O) 20M]

PGDMC/MA-JMC/MMC (Back) 1st Semester (Old) Exam., 2019 (W)

MASS COMMUNICATION

[PGDMC/MMC–01]

(Concept of Communication)

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each in around *50* words) : 2×5=10

(a) How does communication take place?

(b) What are petroglyphs, pictographs and ideograms?

(c) Mention any four characteristics of Mass Communication.

(d) What role does mass media play to promote the cultural aspects of a society?

(e) When do primary socialization and secondary socialization occur?

(f) What is the meaning of target audience?

2. Answer any *three* from the following questions (each in around *150* words) : 4×3=12

(a) Discuss briefly the functions of communication as applied in the individual, social and organizational contexts.

(b) Write a note on the types of noise.

(c) What is the role of communication in enhancing unity and integrity in the society and the nation?

(d) Write a short note on the concept of community radio and its impact on the society.

3. Answer any *three* from the following questions (each in around *250* words) : 6×3=18

(a) Discuss the different types of communication based on physical and linguistic expressions.

(b) Analyze the present status of mass media in India.

(c) What are the different functions performed through Mass Communication in a society? Discuss briefly.

(d) "Society and communication are bounds to influence each other." Analyze.

4. Answer any *four* from the following questions (each in around *500* words) : 10×4=40

(a) Mention the functions of communication as given by Dominick along with the book and year in which he mentioned them. Discuss each function in detail.

(b) What do you mean by barrier to communication? Discuss the different types of communication barriers with the help of examples.

(c) Explain the different elements in the process of communication with examples.

(d) Define 'illiterate audience' and 'intellectual audience'. How do they affect the field of communication?

(e) What do you mean by alternative media? How can it be used as a tool of micro-level communication?

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