[23-HKPD1SNP - 24M]

MA 1st Semester (NEP) Examination, 2023 (W)

Mass. Comm. (DSC)

(Concept of Communication)

[JMC , S1 - 01]

Full Marks : 70

Time : 3 hours

The figures in the right-hand margin indicate marks.

1. Answer any *five* from the following questions (each in around 400 words): $10 \times 5 = 50$

(*a*) Analyse the functions of communication with reference to the present society.

(*b*) How can communication play an important role in the teaching learning process ? Discuss.

(*c*) Describe the importance of communication in the field of management.

(*d*) 'The communication process has to go through several steps'. Discuss with suitable examples.

(*e*) Compare the Two Step Flow theory and the uses and Gratifications theory in the context of media's relation with audience.

(*f*) Has media played a role in the corporatisation of culture ? Give your opinion.

(*g*) Describe the role of media in reference to popular music's impact on people.

(*h*) "Communication is the sharing of experiences on the basis of commonness" - Explain.

2. Answer any *four* from the following questions (each in around 200 words): $5 \times 4 = 20$

(*a*) Write a note on the communication systems used in ancient India.

(*b*) Analyse the role of Mahatma Gandhi in journalism.

(*c*) What are the semantic barriers of communication ? How can they impact the communication process ?

(*d*) Evaluate the importance of the ten commandments of good communication.

(*e*) Describe the phases grassroots communication planning required for successfull participatory communication.

(*f*) Why management communication is important for an organization ?