No. of Printed Pages—2

1177 (PDCCC)

[24-HKPD1SN- 24J (M2)]

MA 1st Semester (NEP) Exam. 2024 (S2)

MASS COMMUNICATION

(Concept of Communication)

[PG 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*) What are the differences between Fundamental Rights and Directive principles of state policy ?

   (*b*) Write a note on the present status of Mass media in India with suitable examples.

   (*c*) Describe the role of 'Orunudoi' in the upliftment of Assamese journalism.

   (*d*) Write a note on communication's function of surveillance of environment.

   (*e*) Discuss the different types of communication with suitable examples for each.

   (*f*) What is oral communication ? Briefly explain the advantages and limitations of oral communication.

   (*g*) What is noise ? Discuss the different types of noise with suitable examples.

   (*h*) How does Mass Communication differ from mass media ?

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

(*a*) Describe the process of communication and explain why it is important in the lives of human beings.

(*b*) Do you think that the Hypodermic needle theory be applicable in the present situation of India. If so, why ?

(*c*) Describe the role of communication in bringing about social change.

(*d*) Why do you think most developmental projects fail to achieve their desired goals ? Give reasons for your answer.

(*e*) How does mass communication help in cultural promotion ? Explain with suitable examples.

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