Krishna Kanta Handiqui State Open University

PGDBJ 1st Sem. Examination, 2016

Paper : 01

Mass Communication and Journalism

Time : 3 Hrs. *Full Marks : 80*

1. Answer *any five* from the following questions. 2×5 = 10
(each within 50 words)
   (a) From which word the term 'communication' has been derived ?
   (b) What is the difference between encoding and decoding?
   (c) Give five examples of non-verbal communication.
   (d) Who are the mass-audience ?
   (e) How do you differenciate between 'news' and 'views' ?
   (f) What is 'breaking news' ?

2. Write *any three* short note from the following. 4×3 = 12
(each within 150 words)
   (a) Semantic noise.
   (b) Dennis McQuail.
   (c) Evolution of Mass-Communication.
   (d) Cognitive dissonance

3. Answer *any three* from the following questions. 6×3 = 18
(each within 250 words)
   (a) Explain different functions of mass communication.
   (b) Which model of communication is suitable from the point of view of journalism and how ?