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18 NM (CC)

[22-HKPD1SN-23A]

MA-JMC 1st Semester (New) Exam. 2022 (W)

JOURNALISM AND MASS COMMUNICATION

(*Concept of Communication*)

[MAJMC/PGJMC S1-01]

Full Marks : 70

Time : 3 hours

The figures in the right-hand margin indicate marks.

1. Answer any *five* of the following questions (each in around 50 words) : $2 \times 5 = 10$

   (*a*) What is the need for communication for a society ?

   (*b*) Mention the communication systems used in ancient India.

   (*c*) Who was James Augustus Hicky ?

   (*d*) What are the functions of Communication mentioned by Dominick ?

   (*e*) Why is media considered to be the extensions of men's senses ?

   (*f*) What are the key elements of communication ?

2. Answer any *four* from the following questions (each in around 120 words) : $3 \times 4 = 12$

   (*a*) Explain 'classroom communication' with examples.

   (*b*) What is oral communication ? Mention its advantages and disadvantages.

   (*c*) Explain how communication patterns within an organization is influenced by its structure.

(*Turn Over*)

(*d*) Describe how linguistic and cultural barriers affect the communication process. Give examples.

(*e*) How does mass communication perform the functions of entertainment and persuasion ?

3. Answer any *four* from the following questions (each in around 250 words) : $6 \times 4 = 24$

(*a*) How does communication help in the process of socialization ? What are its types ?

(*b*) Analyze the relationship between communication and culture. How does both influence each other ?

(*c*) Explain the term audience and its different types.

(*d*) What is Grassroots communication planning ? Mention its stages.

(*e*) Write a note on High culture and Pop culture.

4. Answer any *three* from the following questions (each in around 300 words) : $8 \times 3 = 24$

(*a*) Explain the communication model for Acculturation.

(*b*) What is the communication accommodation theory ?

(*c*) What are the different barriers to communication ? Mention the differences between physical and semantic barriers.

(*d*) Explain the different components of data communication with the help of diagram.
