No. of Printed Pages—2

18/18 N (CC/CCOM)

[22-HKPD1SN-23A]

DMC/PGDMC 1st Semester (New) Exam. 2022 (W)

MASS COMMUNICATION

(Concept of Communication)

[PGDMC/PGJMC S1-01]

Full Marks : 70/80

Time : 3 hours

The figures in the right-hand margin indicate marks.

[Learners admitted in and after 2020 need to answer only Q.No. 1 to Q.No. 4 (total 70 marks)]

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

   (*a*) Narrowcasting

   (*b*) Channel

   (*c*) Mass Media

   (*d*) Semantic Barriers

   (*e*) Petroglyphs

   (*f*) Interpersonal Communication

2. Write short notes on any *four* of the following (each in around 120 words) : $3 \times 4 = 12$

   (*a*) Surveillance function of communication

   (*b*) Information Society

   (*c*) Media Literacy

(*d*) Seven 'C's of communication.

(*e*) Alternative Media

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

(*a*) What are the main forms of noise in communication process ? How these noises influence our communication ?

(*b*) Trace the history of communication from the stone age to the present time.

(*c*) Discuss the relationship between mass media and audience.

(*d*) Why is mass communication called a 'force multiplier' ? How mass communication help in socialization process ?

(*e*) What are the functions of communication according to Denis McQuail ?

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

(*a*) Explain in your own words how communication takes place.

(*b*) What is an information society? Discuss two major characteristics of an information society.

(*c*) Discuss the 'ten commandments' of good communication.

(*d*) Discuss how community radio and community newspaper can help in catering to the people who may be left out of the purview of bigger mass media.

(Q. No. 5 is only for learners admitted before 2020)

5. Answer any *one* from the following questions (in around 350 words) : $10 \times 1 = 10$

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

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