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18NM (CC)

[21 HRKP1S(N)–22A]

MA-JMC 1st Semester (New) Exam., 2021 (W)

JOURNALISM AND MASS COMMUNICATION

(Concept of Communication)

[PGJMC S1 01]

Full Marks : 70

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each in around *50* words) : 2×5=10

(a) What is the importance of feedback in a communication process?

(b) What is the difference between encoding and decoding?

(c) Why was the invention of the printing press by Gutenberg considered to be an important event in the history of communication?

(d) What is the difference between petroglyph and pictograph?

(e) Who produced the first photographic image and in which year?

(f) Do you think that the Indian Press was the by-product of the British rule in India? Why?

2. Answer any *four* from the following questions (each in around *100* words) : 3×4=12

(a) When was the first press regulations issued? What rules were loud down by the regulations that the press had to adhere to?

(b) What role did James Silk Buckingham play in raising anti-British sentiment through his writings?

(c) What are the functions of communication as applied in the organizational context?

(Turn Over)

(d) How does communication help in building a correlation among the parts of the society in relation to its environment?

(e) McLuhan's conception of the media in general emphasizes four different aspects of the media. What are those aspects?

3. Answer any *four* from the following questions (each in around *200* words) : 6×4=24

(a) "Classroom communication is purposive, positive and pragmatic in nature." Explain.

(b) What do you mean by non-verbal communication? Give a few examples of non-verbal cues that can support or detract from a sender's message.

(c) Explain the relationship between the five components of data communication with the help of a diagram.

(d) What is the difference between symmetrical communication and complementary communication?

(e) What do you mean by the term 'socialization'? What are the different types of socialization?

4. Answer any *three* from the following questions (each in around *250* words) : 8×3=24

(a) Discuss the role and the influence that the national struggle for freedom had on the making of the press in India.

(b) Describe the early communication systems in India.

(c) How does a society influence the communication system? Explain with the help of examples.

(d) What are the important steps that are necessary for successful grassroots advocacy campaign?

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