

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

Bachelor of Arts (Journalism and Mass Communication) (Sem.-1)

INTRODUCTION TO MEDIA AND COMMUNICATION

Subject Code : UC/BAJMC-102-19

M.Code : 77260

Date of Examination : 14-01-23

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

SECTION-A

1. Write briefly :
 - a) Message
 - b) Multi-media
 - c) Kinesics
 - d) Twitter
 - e) SMR
 - f) Feedback
 - g) OL
 - h) Cultural
 - i) Non Verbal communication
 - j) Effective communication

SECTION-B

2. Write a note on media and everyday life.
3. Discuss the process of Mass Communication.
4. Write a note on publicity model of Communication.
5. Explain the personal influence theory of mass communication.
6. How mobile phones are useful for us?

SECTION-C

7. Write about the Normative theories of the Press in detail.
8. Define Communication. Write about various forms of communication in detail.
9. **Explain the following :**
 - a) Agenda Setting
 - b) Spiral of Silence

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.