

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.A.(JAMC) (Sem.-2)
MASS COMMUNICATION CONCEPTS & PROCESSES

Subject Code : BJAMC-102

M.Code : 13007

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION 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. Answer briefly :

- a) Mass
- b) Any two differences between Mass Communication and Large group Communication
- c) Media agenda
- d) Meaning of communication
- e) Any two features of mass media
- f) Meaning of Traditional media
- g) Any two features of Cognitive Dissonance theory
- h) Any two modern functions of mass communication
- i) What is Democracy?
- j) Street play as folk media

SECTION-B

2. Discuss the characteristics of Mass Communication with suitable examples.
3. What are the functions of mass communication?
4. Critically evaluate the Agenda setting theory of mass media.
5. A free media is essential for democracy. Discuss.
6. What are the features of TV as a mass medium?

SECTION-C

7. Discuss advertising as a tool of mass communication.
8. What is the scope and role of media in a modern society?
9. How has the Internet changed the landscape of communication?

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