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Total No. of Questions : 09

BA (JAMC) (2018 Onwards) (Sem.-1)
INTRODUCTION TO MEDIA & COMMUNICATION
Subject Code : BAJMC-102-18
M.Code : 75315

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) Direct Effects paradigm
 - b) Large group communication
 - c) Interpersonal communication
 - d) Concept of public sphere
 - e) Any two characteristics of Transmission model
 - f) Meaning of propaganda
 - g) Public agenda
 - h) Culture of mass media
 - i) Twitter as tool of communication
 - j) Any two features of Libertarian theory of the Press

SECTION-B

2. What is the contribution of the Internet to everyday life of people?
3. Distinguish between mediated and non-mediated communication with suitable examples.
4. Describe the process of mass communication.
5. Discuss the Reception Model of communication.
6. Explain Mass Society theory. Is it still relevant?

SECTION-C

7. What do you understand by Agenda setting?
8. Critically evaluate Cultivation Analysis.
9. Discuss the emergence of alternative paradigm in media theory.

NOTE : Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC against the Student.