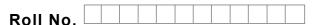


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Total No. of Pages : 02

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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

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- 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



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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.