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Exam Roll No. ....

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## END TERM EXAMINATION

FIRST SEMESTER BA [JMC] DECEMBER-2024

Paper Code-BA(JMC)-DSC-101

Subject: Fundamentals of Mass Communication

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal Choice is indicated

Q1 Attempt any four of the following questions (4x5=20)

- Explain the differences between newspapers and magazines as the kind of print journalism
- Define communication. Discuss briefly different types of communication with suitable examples
- What are the different elements of communication? Explain 7Cs of communication with relevant examples.
- Explain the term mass communication theory. Explain hypodermic needle theory with two relevant examples.
- What are the differences between folk and traditional media? How these forms of media play an effective role for mass communication?
- Explain the two step flow theory and elaborate using suitable example in contemporary times of mass communication.
- Television is the visual tool of mass communication. How does long-term exposure to television (or other media) shape an individual's perception of social reality?
- What do you understand by the term mass culture? Mass media creates mass culture - justify the statement with supporting examples.

Q2 What do you understand by Mass communication? Explain the process of communication with suitable examples. Discuss the possibilities and limitations of mass communication? (10)

OR

Define characteristics of mass society as explained by Denis McQuail. Do you think mass media influence mass culture? Explain with examples. (10)

Q3 Discuss the evolution of mass communication in the digital age. Critically examine the influence of traditional mass media with that of social media in creating public awareness and mobilizing media activism. (10)

OR

How can cinema as the mass media tool use the entertainment factor to educate audiences about complex social issues? Elaborate the answer with suitable examples. (10)

Q4 Evaluate the role of mass communication tools in modern times. How social media platforms and influencers, changed traditional advertising strategies? (10)

OR

Evaluate and analyse the role of mass communication in global culture. How has mass media communication affects local cultures, identities, and values in a globalised world? (10)

Q5 Briefly describe the normative theories. Do these theories have any relevance in the age of globalization? (10)

OR

Critically examine the relevance of the theory of Spiral of Silence in contemporary times. Support your argument with suitable examples. (10)

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