

1/H-78 (i) (Syllabus-2018)

2022

(November)

**MASS COMMUNICATION AND
VIDEO PRODUCTION**

(Honours)

(MCVP-101)

(Introduction to Mass Communication)

(Under Revised Syllabus)

Marks : 55

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Write short notes on the following to bring out the difference : $2\frac{1}{2} \times 4 = 10$
 - (a) Kinesics and haptics
 - (b) Hot media and cool media
 - (c) Theatre and puppetry
 - (d) Linear and circular models of communication

2. Compare and contrast the social responsibility of media system with the libertarian media system. $6 + 5\frac{1}{4} = 11\frac{1}{4}$

(2)

OR

3. What is communication? Elaborate the process of communication from the print media point of view. How does feedback take place in print media? $2+6+3\frac{1}{4}=11\frac{1}{4}$

4. What do you understand by folk media? Discuss the different types of traditional media that exist in India. $3\frac{1}{4}+8=11\frac{1}{4}$

OR

5. What is theatre? Briefly discuss some of the famous theatre personalities of India. $3+8\frac{1}{4}=11\frac{1}{4}$

6. Differentiate between agenda setting and gate-keeping with reference to television. Discuss how agenda setting and gate-keeping is taking place today. $5+6\frac{1}{4}=11\frac{1}{4}$

OR

7. What is cultural imperialism? Discuss how media is one of the agents in propagating cultural invasion among the youth in North-east India. $3+8\frac{1}{4}=11\frac{1}{4}$

8. What is verbal communication? Discuss the various principles that contribute to effective verbal communication. $3+8\frac{1}{4}=11\frac{1}{4}$

(3)

OR

9. What is social media? Discuss the various functions of social media. $3+8\frac{1}{4}=11\frac{1}{4}$
