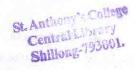
MV-H-101 (Syllabus-2015)

2015

(October)



MASS COMMUNICATION AND VIDEO PRODUCTION

(Honours)

(Introduction to Mass Communication)

Marks: 56

Time: 3 hours

The figures in the margin indicate full marks for the questions

Answer Question No. 1 which is compulsory and any four from the rest

- 1. Write short notes on the following: $4\times4=16$
 - (a) Verbal and non-verbal communication
 - (b) Functions of mass communication
 - (c) Semiotic interpretation of texts
 - (d) Cultural imperialism theory

2. Elaborate on different barriers to communication process. 10

Write briefly on the role of sender, receiver, channel, message and feedback in the communication process. $2 \times 5 = 10$

3. Elaborate on the normative theories of the 10 press.

Or

Give an account of the evolution of mass media from the print to social media.

4 How has violence become an integral part of the media today? Should representation of violence be banned from the mass media? Justify with valid reasons. 5+5=10

Or

What do you understand by a media text and a media genre? In what way a media text made in America for the Americans also has its appeal in India? Substantiate with proper examples. 21/2+21/2+5=10

5. Elaborate on the Osgood and Schramm model of communication. 10

Highlight the importance of ABX model of communication in maintaining equilibrium in family relationships.

Gate-keeping function of the media. 5+5=10 Or

Agenda

Setting

and

10

the

Discuss the relevance of uses gratification theory in the context of social media.

6. Discuss