

MV-H—101 (Syllabus—2015)

2015

(October)

St. Anthony's College
Central Library
Shillong-793001.

**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 : $4 \times 4 = 16$

- (a) Verbal and non-verbal communication
- (b) Functions of mass communication
- (c) Semiotic interpretation of texts
- (d) Cultural imperialism theory

(2)

2. Elaborate on different barriers to a communication process. 10

Or

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

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

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. 2½+2½+5=10

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

Or

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

(3)

6. Discuss the Agenda Setting and Gate-keeping function of the media. 5+5=10

Or

Discuss the relevance of uses and gratification theory in the context of social media. 10
