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(October)

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 : 2½×4=10

   (a) Non-verbal communication

   (b) Surveillance function of media

   (c) Safdar Hashmi

   (d) ABX model of communication

2. What are the different elements of the communication process? Briefly argue whether 'feedback' and 'effect' in the communication process are one and the same. $8+3¼=11¼$

Or

With various definitions, explain communication. Elaborate on the different types of communication. 4¼+7=11½

3. Elaborate on the different systems of mass communication... What kind of media system is practised in India? 6+5¼=11¼

Or

What is 'fake news'? Elaborate on the different effects of social media on the youths of today. 3+8¼=11¼

4. Describe how theatrical performances today make optimum use of mass media formats. 11¼

Or

What is the importance of documenting theatrical performances and the techniques involved in doing so? 11¼

5. What is a 'theory'? Briefly explain the agenda setting theory. Social media are people's media. Do you think that social media allows agenda setting? Justify your answer. 2+4+5¼=11¼

Or

What is new media? Write briefly on the characteristics of new media. 11¼

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