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(February)

**MASS COMMUNICATION AND VIDEO
PRODUCTION**

(Honours)

(Introduction to Mass Communication)

(MV-H-101)

Marks : 56

Time : 3 hours

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

1. Write short notes on the following : 3×4=12

(a) Shannon-Weaver model

(b) Semiotics

(c) Feedback

(d) Libertarian theory

2. Explain the differences between verbal and non-verbal communications. 11

Or

Discuss the essential steps of the communication process.

3. Define the term 'mass communication'. Explain the different functions of mass communication. 4+7=11

Or

Trace historically the evolution of mass media from print to digital medium. 11

4. With an example of any media text, discuss the concept of Marxist interpretation. 11

Or

What is media text? Discuss the functions of a media text. 4+7=11

5. Explain play theory in any media context. 11

Or

Explain the conceptual idea of this phrase, 'Medium is the Message'.

★ ★ ★