2022

(February)

MASS COMMUNICATION AND VIDEO PRODUCTION

(Honours)

(Introduction to Mass Communication)

(MCVP–101)

(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) Media audience and media users

(b) Mass media and social media

(c) Media ethics and media responsibility

(d) Media gratification

2. Define communication. Elaborate the different types of communication. 3¼+8=11¼

Or

With examples from your daily life differentiate and discuss between verbal and non-verbal communication. 11¼

3. What is mass communication? With examples explain the various functions of mass communication. 2+9¼=11¼

Or

Explain the communication process from the social media point of view. Write the role and importance of social media in journalism today. 5¼+6=11¼

4. Briefly write about any three traditional theatre forms that have existed in India. 11¼

Or

Write a brief account on any two famous theatre directors or theatre groups you know of in India. 11¼

5. Differentiate with examples between magic bullet theory and individual difference theory. Which theory between the two do you think that it is still prevalence today? Give reasons to support your answer. 7+4¼=11¼

Or

Explain what is a communication model. Elaborate with a diagram Gerbner's model of communication. Do you support his theory? If yes, why and if no, why? 3+5+3¼=11¼

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