

Odd Semester, 2020

(Held in March, 2021)

**MASS COMMUNICATION AND VIDEO
PRODUCTION**

(Honours)

(MCVP-101)

(Introduction to Mass Communication)

(Under Revised Syllabus)

Marks : 56

Time : 3 hours

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

1. Write short notes on the following : $2\frac{1}{2} \times 4 = 10$
 - (a) Senders and receivers
 - (b) Hot media and cool media
 - (c) Public media and private media
 - (d) Folk media and interactive media
2. Explain how communication takes place between A and B. Elaborate with examples on the various barriers that could happen in the communication process between A and B. $5 + 6\frac{1}{4} = 11\frac{1}{4}$

Or

What is communication? Write briefly on the role of sender, receiver, channel, message and feedback in the communication process. $4 + 7\frac{1}{4} = 11\frac{1}{4}$

3. Differentiate between Mass Media and Mass Communication. Discuss the various functions of Mass Communication. $4 + 7\frac{1}{4} = 11\frac{1}{4}$

Or

What do you understand by systems of Mass Communication? Briefly explain the various systems of Mass Communication. $3 + 8\frac{1}{4} = 11\frac{1}{4}$

4. What do you understand by traditional media? Write what you know about Shayam Prammar's 'Bag Theatre'. $3 + 8\frac{1}{4} = 11\frac{1}{4}$

Or

Write a brief essay on the use of puppetry in various theatre performances. $11\frac{1}{4}$

5. With examples, draw your own arguments on how social media is being used by different peoples as agenda setting. $11\frac{1}{4}$

Or

What is a communication model? Differentiate between ABX model and Lasswell's model. $3 + 8\frac{1}{4} = 11\frac{1}{4}$

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