

Odd Semester, 2020

(Held in March, 2021)

**MASS COMMUNICATION AND VIDEO
PRODUCTION**

(Honours)

(MV-H-101)

(Introduction to Mass Communication)

Marks : 56

Time : 3 hours

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

1. Write short notes on any *four* of the following : 3×4=12
 - (a) Concept of civic journalism
 - (b) Information is power.
 - (c) Surveillance function of mass media
 - (d) Receiver (Decoder)
 - (e) Media dependency
2. What is interpersonal communication? Describe the characteristics of interpersonal communication. 3+8=11

Or

Can emotional state of a person become a communication barrier? Explain your answer. 11

3. "The application of semiological analysis opens the possibility of revealing more of the underlying meaning of a text." Discuss this statement. 11

Or

Compare two film genres using appropriate examples. 11

4. What is 'feedback' in a communication process? Explain the role that 'feedback' plays in Osgood-Schramm model of communication. 2+9=11

Or

The first airport is being inaugurated in your city connecting it to the other parts of the country. How will you apply Gerbner's model to this event? 11

5. Explain in detail the effects of agenda setting in media. 11

Or

Mention five ways in which mass media can strengthen a nation. 11

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