

**M.A. Examination, 2014**  
**Semester – I**  
**Journalism & Mass Communication**  
**Paper – I**  
**(Mass Communication Theory)**

**Time: 3 Hours**

**Full Marks: 40**

*Questions are of value as indicated in the margin.*

Answer Question No. 7 and **any three** from the rest.

1. What is media of communication? Discuss different types of media with examples. 2+8=10
  2. What role does human brain play in intrapersonal communication? Discuss 'motor-sensory' coordination. 6+4=10
  3. Compare Indian and early European perspective in communication. 10
  4. Explain the phenomenon of media convergence. How does it change media industry? 4+6=10
  5. Discuss main strands of Frankfurt school. 10
  6. How media policy of a country is influenced by media development and international situation. 5+5=10
  7. Write **two** short notes: 5×2=10
    - (a) Perception
    - (b) Devcom
    - (c) Technological determinism
    - (d) Information Processing (Cognition)
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