

M.A./M.Sc. Examination, 2015

Semester-IV

Anthropology

Paper – XXIII

(Group-A: Social / Cultural Anthropology)

(Communication Anthropology)

Time: 3 Hours

Full Marks: 40

Questions are of value as indicated in the margin.

Answer Question No. 6 and **any three** from the rest.

1. Write down the necessity of communication studies in Anthropology. 10
 2. State with proper examples the Oral and Written mode of communication. 10
 3. What are the traditional and modern means of communication after Mc Cormac? Write down the differences between them. 4+6=10
 4. Who are the 'Communication Agents'? What are their roles in carrying culture? 3+7=10
 5. Define 'Ethnography of Communication' after Hymes. Write down its historical background with special reference to scope and focus. 3+7=10
 6. Write short on **any two** of the following: 5+5=10
 - (a) Global village
 - (b) Organic and Mechanical behaviour
 - (c) Electronic and Sattelite communication.
 - (d) Body Language
-