

M.A. Examination, 2016
Semester-I
Journalism and Mass Communication
Course – I
(Mass Communication)

Time: 3 Hours

Full Marks: 40

Questions are of equal value or as indicated in the margin.

Answer **any two** from Q. Nos. 1-4. Answer to Q. No. 5 is compulsory.

1. Give your informed opinion whether communication and mass communication are the same phenomenon? How do you classify communication? 8+7=15
 2. Discuss stimulus-response model to explain functioning of brain for communication. How does the mind work? 10+5=15
 3. Differentiate between the Indian and Western approaches of communication in detail. 15
 4. "Media convergence has changed the approach from which communication is to be understood". Analyse the statement taking into account the recent media coverage of the Demonetization policy of the Indian Government. 15
 5. Write two short notes: 5×2=10
 - (a) Main strands of technological determinism
 - (b) Mathematical Model of Communication
 - (c) Frankfurt school
 - (d) Culture as communication
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