

M.A./M.Sc. Examination, 2019
Semester–IV
Anthropology
Paper – XXIII (Gr.-A)
(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. “Mahatma Gandhi as a mass communicator”. Discuss the statement. 10
 2. Discuss the effects of mass communication on society and public opinion. 5+5=10
 3. What do you mean by non-verbal communication in Communication Anthropology?
Elucidate the importance of body language in non-verbal communication. 6+4=10
 4. Discuss satellite electronic communication system for mobile phones. 10
 5. Discuss how culture is transmitted through norms in different ways? 10
 6. Write short notes on **any two** of the following: 5+5=10
 - (a) Interpersonal and intrapersonal communication
 - (b) Difference between horizontal and vertical communication
 - (c) Participatory communication
 - (d) Communication agents
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