

M.A. Examination, 2018
Semester-I
Journalism and Mass Communication
Course-I
(Mass Communication)

(For Back Candidates)

Time: Three Hours

Full Marks: 40

Questions are of value as indicated in the margin.

Answer question no. **5** and **any two** from the rest.

1. Define communication. What are the different types of communication? Explain with examples. 5+10=15
 2. What do you understand by Sadharanikaran? Do you think simplification of content helps in communication? 8+7=15
 3. Discuss any two communication theories with suitable examples. 7.5+7.5=15
 4. How has the media industry changed owing to the advent of digital technologies? Explain with suitable examples. 15
 5. Write short notes on **any two** of the following: 2×5=10
 - (a) Global village
 - (b) Feedback in communication
 - (c) Noise in communication
 - (d) Social media
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