



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 1st Semester Examination, 2023

CC2-MASS COMMUNICATION AND JOURNALISM

INTRODUCTION TO MEDIA AND COMMUNICATION

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any four questions

3×4 = 12

1. Give three examples of folk media. 3
2. Who are 'opinion leaders'? 3
3. Define the term 'Sadharanikaran'. 3
4. Give three important elements of mass communication. 3
5. What is 'Content Analysis' in Lasswell's model? 3
6. Define the term 'New Media'. 3

GROUP-B

Answer any four questions

6×4 = 24

7. Explain the elements of communication. 6
8. Discuss 'Individual Differences Theory' with examples. 6
9. Explain Aristotle's model of Communication. 6
10. Explain the Hypodermic Bullet theory and its effect. 6
11. Explain the stages of interpersonal communication. 6
12. Elucidate the effects of 'social media' on our society. 6

GROUP-C

Answer any two questions

12×2 = 24

13. Explain 'Agenda Setting Theory' with present day examples. 12
14. What is Communication? What are the different levels of communication? 12
15. Discuss the impact of media on culture. 12
16. Explain in detail the various functions of mass communication. 12

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