



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 1st Semester Examination, 2022

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 from the following

3×4 = 12

1. Name any three barriers in communication.
2. "Medium is the message"— Explain.
3. What is mediated communication?
4. What is 'noise' in communication?
5. Write down the three stages of interpersonal communication. 3
6. What do you understand by the term gatekeeping in mass communication? 3

GROUP-B

Answer any four questions from the following

6×4 = 24

7. Explain Aristotle's model of communication. 6
8. Write a note on the 7C's communication. 6
9. Explain 'Personal Influence Theory'. 6
10. Explain the characteristics of 'Mass Communication'. 6
11. Write a short note on "technological determinism" 6
12. Comment your views on the effect of 'films' on a society. 6

GROUP-C

Answer any two questions from the following

12×2 = 24

13. Explain in detail 'Cognitive Dissonance theory' with present day examples. 12
14. Explain in detail 'Shannon and Weaver's' model of communication. 12
15. What is meant by 'new media' and how does it change the everyday life of people? 12
16. Explain the term communication and its various types. 12

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