



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

B.A. Major 1st Semester Examination, 2023

UMCJMAJ11001-MASS COMMUNICATION AND JOURNALISM

INTRODUCTION TO MEDIA AND COMMUNICATION

Time Allotted: 2 Hours 30 Minutes

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any four questions

3×4 = 12

1. Name any three barriers in communication. 3
2. "Medium is the message" — Explain. 3
3. What is mediated communication? 3
4. What is "noise" in communication? 3
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

6×4 = 24

7. Explain Aristotle's model of communication. 6
8. Write a note on the 7C's of 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

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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