

U.G. 1st Semester Examination - 2021**MEDIA STUDIES****[HONOURS]****Course Code : MSDH-CC-T-2****(Mass Communication)**

Full Marks : 60

Time : 2½ Hours

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.**Illustrate wherever necessary.*1. Attempt any **ten** of the following: 2×10=20

- a) Barriers of Communication
- b) Feedback
- c) Play Theory
- d) Receivers in communication
- e) Infotainment
- f) NWICO
- g) What do you understand by 'Agenda Setting' role of mass media?

- h) Intrapersonal Communication
- i) Use of signs and gestures in communication
- j) Define group communication.
- k) What is Spiral of Silence?
- l) Mention two features of mass communication.
- m) Mass culture
- n) Propaganda Model
- o) Multi Step Flow Theory

2. Answer any **four** questions of the following:

5×4=20

- a) What is interpersonal communication? Explain briefly the three stages.
- b) Describe Cognitive Dissonance in brief.
- c) State the differences between Authoritarian Theory and Soviet Media Theory.
- d) Briefly mention the role of opinion leaders in two-step flow theory.
- e) What is cultural imperialism?
- f) Describe Uses and Gratification theory in brief.

3. Answer any **two** questions of the following:

10×2=20

- a) Explain the Hypodermic Needle Theory. Do you think it has any relevance today?
- b) Define mass communication. Explain the functions of mass communication.
- c) How did Mahatma Gandhi communicate with masses to preach his views? Explain his methods briefly.
- d) Describe the following theories:
 - i) Development Communication Theory
 - ii) Democratic Participant Media Theory.
