

MASS COMMUNICATION SCIENCE

Time : Three hours

Maximum : 100 marks

PART A — (10 × 4 = 40 marks)

Answer ALL questions.

1. Explain the term 'Surveillance Correlation' and 'Socialization'.
2. What are the steps involved in the process of mass communication?
3. What do you mean by 'Agenda setting' and 'Inculcation effect'?
4. What are the advantages of using wall posters as mass medium?
5. Write a note on House Journals.
6. Explain the importance of understanding audiences.
7. What are the factors that contribute to individual differences?
8. Write a note on Satellite Televisions.

9. What are the advantages of Internet?
10. What are the features of multi-media?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

11. Explain the role of Mass communication as a sources of information.
 12. Explain the steps involved in the process of mass communication.
 13. Explain the influence of mass communication on culture.
 14. Explain the evolution of Broad casting in India.
 15. Outline the current scenario of Indian Film Industry.
 16. Explain the role of Directorate of Field publicity in the betterment of Mass communication.
 17. Outline the need of social responsibility for media.
 18. Explain the impact of Information Technology on Mass Communication.
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