

24-3-17

Mid Semester Exam 2017

Mass communication: Concept and process (COMM:151)

5 years Integrated M.A. in Media & Communication Studies, Semester – II

Total Marks – 30

Duration – 2 hours

Section A: Attempt all questions, each question carries 2 marks.

(Total Marks - 6)

- i) Define *Mass Communication*.
- ii) Explain any two features of *Mass Communication*.
- iii) What is the difference between "*Mass Communications*" and "*Communication*"?

Section B: Attempt all questions, each question carries 4 marks

(Total Marks - 12)

- i) How *NEWS* helps in increasing individuals personal esteem?
- ii) Explain the importance of *Mass Communication*.
- iii) What are the factors of Persuasiveness of mass communication?

Section C: Attempt all questions, each question carries 6 marks.

(Total Marks - 12)

- i) Explain any two of the following:
 - Advertising
 - Public Relations
 - Journalism
 - Film making / Theatre
- ii) How is Mass Culture affecting our society?

Or

Write a note on '*Mass Culture*'.