

27/3/2018



DOON UNIVERSITY, DEHRADUN
Mid semester Examination, 2018
School of Communication
5 years Integrated MA Communication 2nd sem
Course: COMM 151 Mass Communication: Concepts and Process

Time Allowed: 2 Hours

Maximum Marks: 30

SECTION- A

Q.1 Write short notes on the following.

2X5=10 Marks

Attempt any **FIVE**. Very short answer type question.

- a. Heterogeneous audience
- b. General interest Magazine
- c. Vertical Communication
- d. Street play
- e. Ideograph
- f. Noise

SECTION – B

Attempt any **TWO** questions. Short answer type question.

5X2=10 Marks

Q.1 Define Mass communication. Write down the various characteristics of Mass Communication.

Q.2 What are the various function of Mass Communication?

Q.3 Discuss the role of television on our daily life.

SECTION – C

Attempt Any **ONE** question. Applied question type.

10X1=10 Marks

Q.1 What do you understand by Mass Media. Describe various mass media in brief.

Q.2 Define Media literacy. Also, explain the various dimensions of Media literacy with examples.