

4-4-2016



**DOON UNIVERSITY, DEHRADUN**  
**Mid semester Examination, 2016**  
**School of Communication**  
**5 years Integrated MA Communication 2<sup>nd</sup> sem**  
**Course: COMM 151 Mass Communication: Concepts and Process**

*Time Allowed: 2 Hours*

*Maximum Marks: 30*

**SECTION- A**

Answer any four questions. (Short answer type)

**5x4=20 Marks**

- Q.1 Define Mass Communication. Explain its meaning Characteristics & features.  
Q.2 Discuss the Characteristics of Radio and Television respectively.  
Q.3 Why is it important to choose the media according to the target audience?  
Q.4 Distinguish between the Newspaper and Magazine.  
Q.5 Define Propaganda. Also explain its effect on public.

**SECTION- B**

Answer any one. Long answer type questions.

**10X1= 10 Marks**

- Q.1 Explain the Authoritarian theory and Social responsibility theory of Mass Communication.  
Q.2 Social networking sites are emerging as an important source of information. How does it affect the traditional means of communication?