

31/03/2016



**DOON UNIVERSITY, DEHRADUN**  
**School of Communication**

**Mid Semester Examination, Second Semester, 2016**  
**2-Years M.A. Communication**  
**Course: COMM: 502 Mass Media and Society**

*Time: 2 Hours*

*Maximum Marks: 30*

**SECTION: A (Short length answers)**

Attempt any three questions. Each question carries 2 marks.

*(Marks: 2X3=6)*

1. What do you understand by ethnic diversity in India?
2. Caste is an institution which is unique to India. Comment.
3. Can media play a role during natural disasters?
4. Explain the phenomenon of TRP.
5. Communication is an everyday experience that shapes our personality. Discuss

**SECTION: B (Medium length answers)**

(Attempt any two questions. Each question carries 6 marks.

*(Marks: 6X2=12)*

1. Write a note on Printing Press in terms of its historical contribution towards the formation of national consciousness.
2. Write a note on the growth of mass communication in India after 1990s with a special reference to social media and its impact on Indian society.
3. Write a detailed note on globalisation and its impact on media ownership patterns.

**SECTION: C (Long Answer)**

Attempt only one question. The question carries 12 marks.

*(Marks: 12X1=12)*

1. The global mass media has been successfully transporting the cultural values of the developed nations to third world countries. Comment.
2. Explain the relationship between media and social world with the help of a diagram.