

5-4-2013



DOON UNIVERSITY, DEHRADUN
Mid-Term examination, Second Semester- 2013
School of Communication

MA Integrated (Communication)
Course- COMM-151:Mass communication: Concept and Process

Time Allowed: 2 Hours

Maximum Marks: 30

Note: Attempt Questions from All the Sections A,B,C.

SECTION : A (Short Answer Type Questions to be answered in about 25 words.)

(Marks 1x10=10)

Write Short Notes on any Five

1. Interactivity
2. Civil Society
3. Social Networking
4. Group Communication
5. Media Audience
6. Social Responsibility Theory
7. Agenda Setting

SECTION : B (Short Answer Type Questions to be answered in about 250 words.

Answer any two questions.

(Marks:2 x 4=8)

1. What is Mass Communication? What are its major characteristics?
2. Intrapersonal Communication is the base of Mass Communication. Comment.
3. What is the role of mass communication in the development of a country? Write with reference to India.

SECTION C

Long Answer type question.

Q3. Answer any two. (approx. 500 words)

(Marks: 2 x 6 =12)

1. "In some contexts Mass Communication is communication from the few to the few." Comment.
2. What are the major tools of Mass Communication? Compare them.
3. Write an essay on the Global Mass Media Diffusion.