

6-6-013



**DOON UNIVERSITY,**

**DEHRADUN**

**Semester Final Examination, Second Semester-2013**

**School of Communication**

**MA Integrated Communication**

**Mass communication: Concept and Process COMM: 151**

*Time Allowed: 3 Hours*

*Maximum Marks: 50*

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

**SECTION : A ( Short Answer Type Questions to be answered in about 50 words.)**

*(Marks 5 x2=10)*

**Write Short Notes on any Five**

1. Media Literacy
2. Intrapersonal Communication
3. Parasocial Relationship
4. Media Habits
5. Media Reach
6. Cultural Invasion
7. Soviet Media Theory

**SECTION : B ( Short Answer Type Questions to be answered in about 200 words**

**Answer any three questions.**

*(Marks: 3 x6=18)*

- 1.Explain the uses and gratification theory of communication .
- 2.Write five negative effects of internet.
- 3.Discuss the need for participatory communication in the process of Development .
4. What do you understand by media trial ?Are the TV channels affecting the legal trial these days?

**SECTION C**

**Long Answer type question.**

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

*(Marks: 11 x 2 =22)*

1. Discuss the significance of Audience measurement .What is the importance of feedback in mass communication ?
2. Write in detail the modern trends in Mass Communication .
3. Write an essay on Mass media and Politics.