



WEST BENGAL STATE UNIVERSITY
B.A. Honours 1st Semester Examination, 2020, held in 2021

JORACOR02T-JOURNALISM AND MASS COMMUNICATION (CC2)

INTRODUCTION TO MEDIA AND COMMUNICATION

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **ten** questions from the following: 2×10 = 20
- (a) What is Android?
 - (b) Name two apps used for shopping online.
 - (c) What is Non-mediated communication?
 - (d) What is the word limit of Twitter?
 - (e) What is ambiguous Feedback?
 - (f) What is semantic noise?
 - (g) Who proposed the Cultivation Analysis?
 - (h) What is empathy?
 - (i) What is decoding?
 - (j) What is Transmitter?
 - (k) What is non-verbal communication? Give examples.
 - (l) Who was Noam Chomsky? Which theory did he propose?
 - (m) What is Public Sphere?
 - (n) What is Ritual Model?
 - (o) Who was the proponent of Spiral of Silence?
2. Write short notes on any **three** of the following: 5×3 = 15
- (a) Individual Differences Theory
 - (b) What are the types of filters in Propaganda Model?
 - (c) The Mass Communication Process
 - (d) Vlogging and its uses
 - (e) Spiral of Silence
 - (f) Public-Sphere.

3. Answer any *one* question from the following: 15×1 = 15
- (a) Define Communication. What are the different types of Mass Communication? Give examples. 2+10+3
- (b) What do you understand by Alternative Paradigm? Can you give any recent examples of Alternative Paradigm in Indian context? 3+12
- (c) What is Normative Theory? Explain in detail. 3+12

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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