



WEST BENGAL STATE UNIVERSITY
B.A. Honours 2nd Semester Examination, 2022

JORACOR04T-JOURNALISM AND MASS COMMUNICATION (CC4)
(NEW AND OLD SYLLABUS)

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.*

NEW SYLLABUS

1. Answer any **five** questions from the following: 2×5 = 10
 - (a) Who are the founders of Twitter?
 - (b) What is Noise?
 - (c) Who formed the Mathematical Model of Communication?
 - (d) What do you understand by Lasswell's model of Communication?
 - (e) What is Intrapersonal Communication?
 - (f) Define 'New Media'.
 - (g) Write two functions of Mass Communication.
 - (h) Who is called Laggard in Diffusion of Innovations Theory?

2. Answer any **three** questions from the following: 10×3 = 30
 - (a) Media has an enormous influence in our everyday life. Do you agree with the statement? Justify your answer with suitable examples.
 - (b) Define Communication. Describe the seven C's of Communication. 3+7
 - (c) Describe Media Dependency Theory.
 - (d) Describe the Four models of Communication in detail.
 - (e) Do you think media today sets agenda for manipulating public opinion? Explain with suitable examples.

3. Write short notes (any **two**): 5×2 = 10
 - (a) Spiral of Silence
 - (b) Grapevine Model
 - (c) Mediated and Non-mediated Communication
 - (d) Personal Influence Theory.

OLD SYLLABUS

[Media and Cultural Studies]

1. Answer any *five* questions from the following: 2×5 = 10
- (a) What is folk culture?
 - (b) What is new media?
 - (c) What is media text?
 - (d) What is hegemony?
 - (e) What is discourse analysis?
 - (f) Define fandom.
 - (g) What do you mean by audience?
 - (h) Define mass culture.
2. Answer any *two* short notes: 5×2 = 10
- (a) Cultural industry
 - (b) Political economy
 - (c) Technological determinism
 - (d) Gender discrimination and media.
3. Answer any *three* of the following: 10×3 = 30
- (a) Discuss Frankfurt school and its contributions to cultural studies.
 - (b) Discuss the characteristics of media audience.
 - (c) Discuss in detail about Gratification Theory.
 - (d) Discuss on the portrayal of women in T.V. serials.
 - (e) Discuss on 'music and popular fandom'.

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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