



WEST BENGAL STATE UNIVERSITY
B.A. Honours Part-II Examination, 2020
JOURNALISM AND MASS COMMUNICATION
PAPER: JORA-III

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) Define mass communication.
 - (b) What is intrapersonal communication?
 - (c) What is dyadic communication?
 - (d) Illustrate the westley Maclean model of communication. (only draw)
 - (e) What is globalization?
 - (f) Define new media.
 - (g) What is internet?
 - (h) Who were Shannon and weaver?
 - (i) Explain the importance of internet in mass communication.
 - (j) Who was Sean MacBride?
 - (k) What is public sphere?
 - (l) State four characteristics of mass communication.
 - (m) What is rural development communication?
 - (n) Define mass audience.
 - (o) What is the difference between stand alone and convergence?

2. Write short notes on any **three** of the following: 5×3 = 15
 - (a) Newcomb's model.
 - (b) Cable TV and Satellite TV
 - (c) Authoritarian and libertarian
 - (d) Social responsibility
 - (e) Political economy of media
 - (f) Film as a medium of mass communication.

3. Attempt any **one** question from the following: 15×1 = 15
 - (a) "Mass culture" emerges from the centralized production process—Justify with critical analysis.
 - (b) Discuss the role of NWICO in the perspective of global communication order.
 - (c) Discuss mass society theory in the context of making people "mass consumers".

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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