

OP10AFF

FY BMM (E)  
Fund. of Mass  
Comm.

Max.Time [2 1/2 hrs]

Max.Marks [75]

**General Instructions:**

1. Answer all the questions.
2. Question one is compulsory.
3. Figures to right indicate full marks.

Q-1)- Discuss the components of mass media along with its functions. Also, explain difference between mass communication and mass media? Support your answer with suitable examples.

[15]

Q2)-a- Explain Hub model of mass communication.

[07]

Q2)-b- Explain the role of Films and Internet as tools of mass communication.

[08]

OR

Q2)-c- Explain Gate keeping model of mass communication.

[07]

Q2)-d- State various kinds of folk media and its relevance to mass communication.

[08]

Q3)-a- What is Media Convergence? Explain in brief the five major elements or types of Media Convergence. Use diagrammatic representation to support your answer.

[07]

Q3)-b- Explain the following:- Information economy and Information superhighway.

[08]

OR

Q3)-c- Define New Media & Traditional Media with suitable examples each. Use diagrammatic representation to support your answer. State the areas where media can have a positive effect on societies.

[07]

Q3)-d- Explain the following:- An Information Society and Digital convergence.

[08]

Q4)- India has seen many reformers fighting for the rights of humanity. They broke free from the traditional jinx of the much prevailing caste-system and fought for the right of girl child upliftment, education and also introduced system of widow re-marriage. They made extraordinary contributions, and their influential thoughts guide the nation even today. **List down five such Mass Communicators and present a biographical sketch of any one of your choice.**

Q5- Write Short Notes On the following: **(Any Three).**

[15]

1. Intrapersonal communication & Interpersonal communication.
2. Types of Newspaper & Magazine
3. Interactive communication & Digital communication.
4. Akashvani & Doordarshan
5. Public relations & Natyashastra

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