

**U.G. 1st Semester Examination - 2020**

**MEDIA STUDIES**

**[HONOURS]**

**Course Code : MSDH-CC-T-2**

**(Mass Communication)**

Full Marks : 60

Time : 2½ Hours

*The figures in the right-hand margin indicate marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

1. Answer any **ten** from the following:  $2 \times 10 = 20$
- Opinion leaders
  - Digital divide
  - Play Theory
  - Selective Exposure
  - Advertorial
  - What is noise?
  - State the 'Gate-keeping' role of mass media.
  - Cognitive Dissonance
  - Non-verbal communication

- State two differences between interpersonal and group communication.
- What is Spiral of Silence?
- Mention two functions of mass communication.
- NWICO
- Define communication.
- Significance of 'Feedback'.

2. Answer any **four** questions of the following:

$5 \times 4 = 20$

- What is intrapersonal communication? Explain briefly with example.
- Describe Chomsky's Propaganda model in brief.
- Explain Marxist view of media.
- Briefly mention the elements of communication.
- How is 'Social Responsibility Theory' more relevant than 'Free Press Theory'?
- Describe the 'agenda setting role' of mass media.

3. Answer any **two** questions of the following:  $10 \times 2 = 20$

- Explain the 'Uses and Gratifications' theory with proper examples.

[Turn Over]

- b) Do you think media act as a product of corporate society today rather than fulfilling the role of a fourth estate in a democracy? Justify your answer with relevant examples from modern times.
  - c) How did Mahatma Gandhi communicate with masses to preach his views? Explain his methods briefly.
  - d) What is cultural imperialism? How do you think the same is a threat to indigenous culture of any society?
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