



**WEST BENGAL STATE UNIVERSITY**  
B.A. Honours 1st Semester Examination, 2019

JORACOR02T-JOURNALISM AND MASS COMMUNICATION (CC2)

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.

*All symbols are of usual significance.*

(f) Media Convergence is

- (i) Merging of mass communication outlets through various digital media platforms
- (ii) Merging of all feedback mechanisms in mass communication
- (iii) Media Technology
- (iv) None of the above

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

$10 \times 4 = 40$

- (a) "Mass communication plays an influential role in modern society" — Explain with the help of social media. 10
- (b) "Television viewing has a great impact on various aspects of a child's life" — Discuss. 10
- (c) "Television is responsible for 'cultivating' viewers thought of social reality." — Explain. 10
- (d) What is reception theory? Does it differ from Hypodermic Needle theory? Discuss with examples. 10
- (e) What is Social Responsibility theory? How can you apply this theory in the current scenario of our country? Discuss. 10

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