



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.*

1. Answer any *five* questions from the following:

2×5 = 10

- (a) The Shannon-Weaver theory stresses on
 - (i) Transmission and Reception of information
 - (ii) Cyclical model of communication
 - (iii) Direct and indirect feedback
 - (iv) Only transmission of information
- (b) Agenda setting function is a three part process. They are
 - (i) Agency, gate keeping and feedback (ii) Media, public and policy
 - (iii) Source, message and feedback (iv) None of these
- (c) Mass Communication is
 - (i) Disseminating heterogenous messages to homogenous audiences
 - (ii) Disseminating homogenous messages to heterogenous audiences
 - (iii) Disseminating homogenous messages to anonymous audiences
 - (iv) None of the above
- (d) Individual Differences Theory proposes
 - (i) Individuals respond differently to mass media according to their psychological needs
 - (ii) Difference of individual opinion in mass communication
 - (iii) Difference between mass media in communication
 - (iv) Individual difference in feedback in communication
- (e) The Gate Keeping theory was proposed by
 - (i) Marshall McLuhan (ii) Kurt Zadek Lewin
 - (iii) Shannon and Weaver (iv) Everett Rogers

(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:

10×4 = 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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