

[22-HKPD1SN-23A]

MA-JMC 1st Semester (New) Exam. 2022 (W)

JOURNALISM AND MASS COMMUNICATION

(*Concept of Communication*)

[MAJMC/PGJMC S1-01]

Full Marks : 70

Time : 3 hours

The figures in the right-hand margin indicate marks.

1. Answer any *five* of the following questions (each in around 50 words): $2 \times 5 = 10$

- (a) What is the need for communication for a society ?
- (b) Mention the communication systems used in ancient India.
- (c) Who was James Augustus Hicky ?
- (d) What are the functions of Communication mentioned by Dominick ?
- (e) Why is media considered to be the extensions of men's senses ?
- (f) What are the key elements of communication ?

2. Answer any *four* from the following questions (each in around 120 words): $3 \times 4 = 12$

- (a) Explain 'classroom communication' with examples.
- (b) What is oral communication ? Mention its advantages and disadvantages.
- (c) Explain how communication patterns within an organization is influenced by its structure.

(Turn Over)

(2)

- (d) Describe how linguistic and cultural barriers affect the communication process. Give examples.
- (e) How does mass communication perform the functions of entertainment and persuasion?
3. Answer any *four* from the following questions (each in around 250 words) : $6 \times 4 = 24$
- (a) How does communication help in the process of socialization? What are its types?
- (b) Analyze the relationship between communication and culture. How does both influence each other?
- (c) Explain the term audience and its different types.
- (d) What is Grassroots communication planning? Mention its stages.
- (e) Write a note on High culture and Pop culture.
4. Answer any *three* from the following questions (each in around 300 words) : $8 \times 3 = 24$
- (a) Explain the communication model for Acculturation.
- (b) What is the communication accommodation theory?
- (c) What are the different barriers to communication? Mention the differences between physical and semantic barriers.
- (d) Explain the different components of data communication with the help of diagram.
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