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B.Sc.(JAMC) (Sem.-2) MASS COMMUNICATION CONCEPTS & PROCESSES

Subject Code: BJAMC-102 Paper ID: [B0430]

Time: 3 Hrs. Max. Marks: 60

INSTRUCTION TO CANDIDATES:

- 1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- 2. SECTION-B contains FIVE questions carrying FIVE marks each and students has to attempt any FOUR questions.
- 3. SECTION-C contains THREE questions carrying TEN marks each and students has to attempt any TWO questions.

SECTION-A

1. Answer briefly:

- a) Define Mass Communication.
- b) Mass Culture.
- c) Two characteristics of Mass Communication.
- d) Education.
- e) Information.
- f) Socialization.
- g) Dissonance elements.
- h) Agenda.
- i) Cultivation.
- j) Folk media.

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SECTION-B

- 2. What is the scope of mass communication?
- 3. List five tools of Mass Communication.
- 4. Differentiate between traditional and folk media.
- 5. Define public affairs.
- 6. Explain the concept of Media Agenda.

SECTION-C

- 7. Discuss the impact of mass media on society.
- 8. What are the salient features of the Cultivation Theory?
- 9. What is the role of advertising in mass communication?

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