

Roll No.

Total No. of Pages : 01

Total No. of Questions : 08

M.A (JAMC) (2018 Batch) (Sem.-2)
COMMUNICATION : THEORY AND PRACTICE

Subject Code : MAJMC-204-18

M.Code : 76039

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION A, B, C & D contains TWO questions each.
2. Attempt any FIVE Questions in all, selecting atleast ONE question from each Subsection
3. Each question carries TWELVE marks.

UNIT-I

- Q1. Write a note on development of communication model and thoughts. 12
- Q2. How multinational ownership of media has affected the process of mass communication? Discuss. 12

UNIT-II

- Q3. Discuss functionalist and normative issues related to media in detail. 12
- Q4. What is Marxist view? Discuss the concept of cultural hegemony. 6+6=12

UNIT-III

- Q5. Write an essay on media ownership and control. 12
- Q6. What is media freedom? How free is the Indian media? Discuss. 12

UNIT-IV

- Q7. What is the relationship between content production and cultural production? Discuss. 12
- Q8. Discuss long term and short term media effects in detail. 12

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.