

2022

**MASS COMMUNICATION
AND JOURNALISM (Honours)**

Paper Code : MCJH DC-2

(Introduction to Media and Communication)

Full Marks : 25

Time : Two Hours

*The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.*

Group - A

1. Write short notes on any *three* of the following :

5×3=15

(a) Noise of Communication

(b) Ring Tones

(c) Agenda Setting

(d) Laggards in Diffusion of Innovation

(e) Shannon Weaver Model of Communication

P.T.O.

(2)

Group - B

2. Answer any *one* of the following questions : $10 \times 1 = 10$

(a) What is dominant paradigm theory ? How much does it have relevance in developing societies like ours ?

(b) Write in short about the four models of communication. Among these which one do you think has relevance in our society and why ?
