

FYUGP/1st Sem/23(NEP)

2023

Four Year Under Graduate Programme (FYUGP)

1st Semester Examination (Under NEP)

**MASS COMMUNICATION
AND JOURNALISM**

Paper Code : MCJMJ MC-01

(Introduction to Media and Communication)

Full Marks : 40

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.*

Section - I

Write short notes on any *five* from the following :

2×5=10

1. Semiotics
2. Trans Communication
3. Meme
4. Surveillance Function in Communication
5. New Media

P.T.O.

6. Noise in Communication
7. Virtual Reality
8. Encoding

Section - II

Answer any *two* from the following questions (explanation) :

5×2=10

9. Role of media in culture
10. Internet as global media
11. Difference between mass and group communication
12. Elements of communication

Section - III

Answer any *two* from the following questions :

10×2=20

13. Discuss briefly how media contribute to social change and development.
14. What are the main challenges and opportunities of mass communication in the digital age?
15. How do four normative theories of mass communication reflect the political and cultural context in which they were developed and applied?