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SYBCom – Mass Communication

Semester III – October 2018 Set 2

Answer Key Q.P. Code: 53559

Duration 3 Hours

Marks: 100

Q.1 a) Students are expected to explain the terms in 2/3 lines.

- b) i) physical ii) Maharashtra iii) Doordarshaniv) Akashvani v) Lead
c) i)Folk Mediaii) backbone of communication iii) Social networking site
iv) Proxemics v) Broadcast audience

Q.2 a) Definiation of verbal Communication.Explanation of advantages and disadvantages of oral communication and written communication.

OR

b i) Explanation of language barriers and write its types

ii) Explain the concept of digital communication. Explain Email, news app, whats app, facebook, linked in etc.

Q.3 a) Define Mass Communication

Functions: entertainment, survilliance, education, interpretation, persuasion, socialization, opinion building

OR

b i) Student's need to give their opinion on the relevance of traditional folk media in today's world. Appeal, reach and usefulness of traditional folk media.

ii) Explain the channels of mass communication like television, radio, social media and print.

02

Q.4 a) History of Cinema in India from 1913 to 1931 – the silent era. Contribution of DadasahebPhalake, spread of regional cinema in India with special mention of West Bengal.

OR

b i) Detail about ownership pattern of newspaper in India

ii) History of radio, IBC, Indian broadcasting service, AIR, FM.

Q.5 a) Explain social networking sites .Discuss any four social networking sites (any four from the list of facebook, twitter, linkedin, google+, YouTube, Pinterest, Instagram, etc..)with respect to their origin, nature and current status

b i) Any two genres from the list of romantic, comedy, horror, coming of the age, short film, thriller etc.

ii) Any two formats of television from animation, action, adventurous, cooking shows, daily soaps, reality shows, documentary, drama, educational programs etc.
