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Q. P. Code: 53560

SYBCom – Mass Communication

Semester III – October 2018 Set 3

Answer Key Q.P. Code:

Duration 3 Hours

Marks: 100

b) i) Privacy ii) Group iii) Mechanical iv) Folk media v) Bengal Gazette

c) i) Delayed feedback ii) Print medium iii) Psychological barrier

iv) Electronic medium v) Educational purpose

Q.2 a) Five main types of barriers to communication & their sub-types with examples.

i) Physical- Noise, distance, physical discomfort, time, etc.

ii) Psychological- phobia, status, closed mind, halo and horns effect, prejudice, etc.

iii) Linguistic- semantic, use of jargon, connotations, etc.

iv) Cultural- Norms, roles, beliefs, values, etc.

v) Mechanical- faulty instrument, machine illiteracy, etc.

OR

b i) Definition of verbal communication

Advantages and disadvantages of oral and written communication

ii) Explain the concept of folk Media

Significance and limitations of folk media

Q.3 a) Various functions of mass communication to be discussed in detail

As a watchdog, Providing news and information, interpretation, creating social awareness, education, persuasion, entertainment, historian, public relations, sales, advertising, etc.

OR

b i) Advantages & disadvantages of mass communication to be discussed in short

ii) Significance and role of radio, films and television in national development.

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Q.4 a) History of newspaper in pre-independence and post-independence period

Focus on every major contributor with names of newspaper

OR

b i) Use of modern technology in films – animation, computerized special effects, etc.

ii) Detail about ownership and control of television in India before 1990s and after 1990s.

Q.5 a) Any five major television programmes in detail or ten types in short with examples

For example- News, documentaries, children programmes, entertainment programmes, interviews, reality shows, sports, commercials, etc,

b i) Positive and negative uses of social networking sites

ii) Major formats of newspaper contents:

For example- News, editorials, articles, interviews, readers' opinions, advertisements, etc,
