UG Even Semester (CBCS) Exam., May—2017

LAW

(4th Semester)

Course No. : LLBHC–402

(Journalism and Mass Communication—I)

Full Marks : 70
Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions

Answer **five** questions, taking **one** from each Unit

UNIT—I

1. What are different elements of communication? Elaborate the process of communication with the help of a suitable diagram. 14

2. Why is communication important for human society? Mention different barriers that can reduce the effectiveness of communication. 14

UNIT—II

3. Discuss the growing importance of new media in Indian Society with examples. 14

4. Give the meaning of investigative and interpretative journalism. Discuss their importance for journalism and society both. 14

UNIT—III

5. Define basic characteristics of mass communication. Examine the relevance of mass communication channels in the age of social media. 14

6. Discuss in detail negative and positive effects of active media in democracy. 14

UNIT—IV

7. Elaborate the circular model of Osgood and Wilbur Schramm with diagram. 14

8. Discuss the advantages and limitations of Lasswell's model and Shannon and Weaver's model. 14

UNIT—V

9. What are different normative theories of mass media? Which theory in your opinion is most suitable in Indian conditions and why? 14

10. Write short notes on any *two* of the following : 7×2=14

(a) Magic bullet theory

(b) Cognitive dissonance theory

(c) Agenda-setting theory

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