UG Even Semester Exam, 2024

LAW

4th Semester

COURSE NO. B.A.LL.B-402

[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 do you understand by the word 'communication'? Explain different type of communication. 14
2. Briefly explain the process of communication with suitable diagram and discuss all elements used in communication process. 14

UNIT-II

3. What do you understand by the word "Journalism". Discuss the history of journalism in India. 14
4. Write the short notes (any two): 7+7=14
   a. Advocacy journalism
   b. Campaign journalism
   c. Investigative journalism
   d. Citizen journalism

UNIT-III

5. Briefly explain different forms of Mass media and discuss the functions and responsibilities of mass media. 14
6. Explain basic meaning and concept of mass communication. Discuss how does influence public opinion and behaviour? 14

UNIT-IV

7. Attempt any one of the following: 14
   a. The – JoHarry Window Model
   b. Shannon and Weaver model with criticism
8. Attempt any one of the following: 14
   a. Harold D. Lasswell model with criticism
   b. Circular model of Charles E. Orgood and Wilbur Schramm.

UNIT-V

9. Briefly explain normative theories of mass media, Authoritarian, Libertarian and Social responsibility. 14
10. Attempt any two of the following: 7+7=14
    a. Agenda Setting theory
    b. Propaganda and its techniques
    c. Development Communication theory
    d. Magic bullet theory.

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2024/SEM/EVEN/16/38/BA.LLB-402/145

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