UG Even Semester Exam, May 2025

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. Explain in detail the meaning of communication and discuss all the elements or components during communication process with diagrams. 14
2. Briefly explain different types of communication. Discuss the functions and barriers of communication. 14

UNIT-II

3. Explain in detail the origin and growth of journalism in India and discuss its nature and concept. 14
4. Briefly explain the meaning and concept of New Media. Discuss the new concept of journalism. 14

UNIT-III

5. Explain in detail the functions and responsibilities of mass media and discuss its positive and negative impact. 14
6. Explain in detail the relationship between media and democracy. Elucidate the different forms of mass media. 14

UNIT-IV

7. Explain in detail The Johari Window model and discuss its different conditions with suitable examples. 14
8. Explain in detail Circular model of Charles E. Osgood and Wilbur Schramm's model with suitable examples. 14

UNIT-V

9. Briefly explain, "Normative theories of Mass Media" with suitable examples. 14
10. Write a note on any two of the following: 7+7=14
    a. Magic Bullet theory
    b. Agenda –setting theory
    c. Cognitive – Dissonance theory
    d. Development communication theory

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2025/SEM/EVEN/16/38/BA.LLB-402/362

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