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(Held in 2022)

Paper : BMM-VC-1016

(Introduction to Communication)

(Mass Media)

Full Marks: 60

Time: 3 hours

The figures in the margin indicate full marks for the question

1. **Answer the following as directed:**   **1X7=7**
   a) Define communication.
   b) What is self-feedback?
   c) Who proposed the rhetoric model of communication?
   d) Who proposed the magic bullet theory?
   e) What do you understand by gesture?
   f) What do you understand by semantic noise?
   g) Define homophily.

2. **Answer the following questions:**   **2X4=8**
   Write short notes on the following:
   a) Public communication.
   b) Mediated communication.
   c) Sign language.
   d) SMCR model of communication.

3. **Answer the following (any *three*):**   **5X3=15**
   a) Discuss the characteristics of audience in Mass Communication.
   b) Differentiate between Intrapersonal and Interpersonal Communication with suitable examples.
   c) Discuss the Schramm's model of communication with a labelled diagram
   d) Explain the advantages and disadvantages of Libertarian media theory.
   e) Magic bullet theory has become obsolete in modern times. Why so?

4. **Answer the following (any *three*):**   **10X3=30**
   a) Discuss in detail about nature, scope, Characteristics and functions of communication.
   b) Explain Technological model of communication with a labelled diagram.
   c) Explain the secondary functions of Mass Communication with suitable examples.
   d) Provide an overview of two step model of communication highlighting the merits and demerits.
   e) Conceptualise the User and Gratification theory and critique its applicability in choice of media by audience.

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