

Term End External Examination 1st Semester (Session-Feb 2025)

Subject: Mass Communication & Video Production

Course No and Title: MCV122N/ Mass Communication Fundamentals

Time: 2.15 hours Max Marks:100 Min. Marks:40

Section A: Objective Type Questions

- Q1. Choose the appropriate Answer: (8x1.5=12)**
- Communication is derived from the Latin word 'Communicare', which means:**
A To Express B To Share
C To Inform D To Argue
 - The main function of communication is:**
A Persuasion B Information Sharing
C Entertainment D All of the Above
 - Which of the following is a normative theory of mass media?**
A Social Responsibility B Uses and Gratifications
C Cultivation Theory D Agenda Setting
 - The term "Intrapersonal Communication" refers to:**
A One-on-One Interaction B Communication Within Oneself
C Mass Media Interaction D Group Discussion
 - Semantic barriers to communication are caused by:**
A Personal Bias B Psychological Issues
C Language Misinterpretation D Technical Noise
 - Which of the following is NOT a psychological barrier?**
A Stress B Fear
C Jargon D None of the Above
 - Who proposed the "Five W's" model of communication?**
A Shannon and Weaver B Harold Lasswell
C Aristotle D Wilbur Schramm
 - The concept of "Feedback" in communication was emphasized by:**
A Aristotle B Shannon and Weaver
C Lasswell D Wilbur Schramm

Section-B: Descriptive Type Questions (Short Type)

Q2: Answer all the Questions (8 x 4 =32)

- Explain the fundamental concept of communication.
- Define normative theories of mass media with examples.
- Differentiate between interpersonal and group communication.
- What are the essential elements of communication?
- Discuss different types of semantic barriers in communication.
- How do psychological factors affect communication?
- Briefly explain the contribution of Aristotle to communication theories.
- What is the significance of the Shannon and Weaver model in modern communication?

Section – C: Descriptive Type Questions (Medium Type)

Answer all the questions: (4 x 7=28)

- Q3.** Discuss the various functions of communication in society. How do these functions impact journalism and mass media?
OR
Explain the process of communication with a suitable diagram and give a real-life example of how it works in media.
- Q4.** Compare and contrast authoritarian and libertarian theories of mass media with examples from different countries.
OR
Explain the concept of intrapersonal communication with examples. How does it influence decision-making?
- Q5.** How do personal barriers affect communication? Provide examples from workplace or educational settings.
OR
Discuss psychological barriers to communication with real-life examples. How can individuals overcome them?

- Q6.** Elaborate on Harold Lasswell's model of communication and apply it to a current media event.

OR

Critically analyse Wilbur Schramm's contribution to communication theories. Do you think his ideas are still relevant in the digital age? Justify your opinion.

Section – D: Descriptive Type Questions (Long Type)

Answer any two of the following: (2 x 14=28)

- Q7.** Discuss the key theories of communication and support your answer with real-world media examples. Which theory do you find most applicable today? Why?
- Q8.** Critically evaluate social responsibility theory in the context of contemporary media. Provide examples of news organizations or social media platforms that follow (or fail to follow) this theory.
- Q9.** Explain various types of communication barriers and suggest ways to overcome them. Support your answer with personal or observed examples.
- Q10.** Compare the communication models of Aristotle, Lasswell, and Shannon-Weaver. Which model do you think is most effective for today's digital communication landscape? Defend your opinion with examples.