



**WEST BENGAL STATE UNIVERSITY**  
B.A. Honours 1st Semester Examination, 2018

**JORACOR02T-JOURNALISM AND MASS COMMUNICATION (CC2)**

**INTRODUCTION TO MEDIA AND COMMUNICATION**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks  
Candidates should answer in their own words and adhere to the word limit as practicable  
All symbols are of usual significance*

1. Answer any *five* questions from the following:

2×5 = 10

(i) Twitter was founded in

(A) March 21, 2006

(B) April 21, 2006

(C) March 21, 2007

(D) April 21, 2007

(ii) Which level of communication is the foundation for all other forms of communication?

(A) Intra personal communication

(B) Inter personal communication

(C) Group communication

(D) None of these

(iii) Who wrote the book "Personal Influence: The Part played by the people in the flow of Mass Communication"?

(A) Elihu Katz and Paul F. Lazarsfeld

(B) Elihu Katz and Bernerd Berelson

(C) Paul F. Lazarsfeld and Joseph Klapper

(D) Bernerd Berelson and Joseph Klapper

(iv) The theory which says that individuals respond differently to the mass media according to their psychological needs is known as

(A) Social Categorize Theory

(B) Magic Bullet Theory

(C) Individual Difference Theory

(D) Personal Influence Theory

(v) Two areas that look fruitful for the Alternative Paradigm for Social change are

(A) Diffusion of Innovation and Entertainment Education strategies

(B) Participatory Action Research (PAR) and Empowerment

(C) Top-down Method of Communication and Social Marketing Approach

(D) Social Psychology and Marketing & Advertising

- (vi) Mediated communication is the sharing of message:
- (A) With a large widespread audience
  - (B) Face to face basic
  - (C) For the purpose of entertainment
  - (D) Conveyed through an interposed device
- (vii) In media studies 'Converging' means
- (A) Two or more people in public
  - (B) Different professional ideas about media
  - (C) Computer-telephone and mass media technology
  - (D) Mass media and mass communication
- (viii) The process of gate keeping is:
- (A) the amount of feedback that returns to the source
  - (B) how messages to consumers are constructed
  - (C) how mass communication affect inter-personal communication
  - (D) how rating data will be interpreted by the media
- (ix) Communication is a
- (A) Theory
  - (B) Strategy
  - (C) Process
  - (D) None of these
- (x) Mathematical Model of Communication was developed by
- (A) Wilbur Schramm
  - (B) Charles and Osgood
  - (C) Claude Shannon and Warner Weaver
  - (D) None of these
2. Answer any **four** questions from the following: 10×4 = 40
- (a) Critically analyze the effect of Smart Phones on the Indian Youth.
- (b) Do a comparative analysis between the Authoritarian and Libertarian Theory of Press?
- (c) Nowadays the big media houses set agendas and the rest follow suit. Explain this concept with agenda setting theory perspectives with examples.
- (d) Explain in detail how the Personal Influence Theory finds possibilities for convergence, across polarised perspective.
- (e) Write short notes on any **two** of the following: 5×2 = 10
- (i) Ritual or Expressive Model
  - (ii) Publicity Model
  - (iii) Reception Model
  - (iv) Transmission Model
- (f) Briefly discuss about Mass Society. Do you think that only mass media creates Mass Society? Give suitable examples.

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