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(Multidisciplinary Course)

Paper : MDC0300303

(Fundamentals of Mass Media Studies)

Full Marks : 45

Time : 2 hours

*The figures in the margin indicate full marks
for the questions*

- 1. Answer the following questions : 1×5=5**
- (a) Name the newspaper/magazine in which Lakshminath Bezbarua was the editor.**
 - (b) Name two films made by Jyoti Prasad Agarwala.**
 - (c) When and where was *Orunodoi* established?**
 - (d) Write four media of mass communication.**
 - (e) Write the name of any one freedom fighter who was also the editor of a newspaper.**

2. Answer any *five* of the following questions :

2×5=10

- (a) Define mass communication.
- (b) What do you mean by target audience? Give one example.
- (c) Name the elements of a news.
- (d) What are blogs/vlogs? Why are they significant?
- (e) Give two examples of alternative media.
- (f) What are the various types of communication?
- (g) What is coding and decoding in communication process?
- (h) What is the importance of feedback in communication?
- (i) What is the importance of context, environment and background in communication process?
- (j) Mention any two Rights given in our Constitution.

3. Write short notes on any *four* of the following :

5×4=20

- (a) Use of documentary films for documentation

- (b) Types of audience
- (c) Differences between article and features
- (d) Career in mass communication
- (e) Digital media and media convergence
- (f) Audience, reach and access
- (g) Freedom of speech and expression and role of press
- (h) 'Unity in diversity' in Indian culture

4. Answer any *one* of the following questions : 10

- (a) Do you think that communication can focus on developmental issue for sustainable development? Discuss with suitable examples.
- (b) What are the qualities of a mass communicator? Highlight on Srimanta Sankardev as the greatest communicator of Assam.
- (c) What are the primary criteria an anchor should remember for good presentation? Mention.
- (d) Write, in brief, about the influence of mass media in our social and individual life. Give examples from your personal experience.
