

**TDC Odd Semester Exam., 2020
held in July, 2021**

MASS COMMUNICATION
(Pass)

(1st Semester)

Course No. : MACP-101

(Introduction to Journalism and
Mass Communication)

Full Marks : 35
Pass Marks : 12

Time : 2 hours

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

UNIT—I

1. (a) Discuss the concept of journalism. 2
(b) Discuss the development of press in India. Do you think that there have been remarkable changes in the functioning of press in the post-Independence era? Justify. 5

OR

2. (a) Write a note on the contribution of *Amrita Bazar Patrika* in the growth of Indian nationalism. 2
(b) Discuss the significance of Gandhiji's role as a journalist. 5

UNIT—II

3. (a) Discuss the importance of 'feedback' in communication process. 2
(b) Mention various elements of the process of communication with the help of suitable diagram. 5

OR

4. (a) Define mass communication. 2
(b) Explain information society in terms of mass communication. 5

UNIT—III

5. (a) What is alternative media? Define. 2
(b) Define mass media and write its various types. 5

(3)

OR

6. (a) What is 'mass society'? 2
(b) How can media contribute in the progress of our society? Describe. 5

UNIT—IV

7. (a) Write at least two differences between Mass media and Folk media. 2
(b) What are the characteristics of folk media? Explain with suitable examples. 5

OR

8. (a) What is Dhamail? 2
(b) Why is traditional folk media still important in our society? Explain. 5

UNIT—V

9. Write short notes on any *two* of the following : $3\frac{1}{2}\times 2=7$
(a) The Hindu
(b) The Assam Tribune
(c) Normative Theory
(d) Mass Culture
(e) Role of Mass Media in Development

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