



WEST BENGAL STATE UNIVERSITY  
B.A. Honours, 1st Semester Examination, 2019

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

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 practical.  
All symbols are of usual significance.*

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

2-5 = 10

- (a) The Shannon-Weaver theory stresses on
- Transmission and Reception of information
  - Cyclical model of communication
  - Direct and indirect feedback
  - Only transmission of information
- (b) Agenda setting function is a three part process. They are
- Agency, gate keeping and feedback
  - Media, public and policy
  - Source, message and feedback
  - None of these
- (c) Mass Communication is
- Disseminating heterogenous messages to homogenous audiences
  - Disseminating homogenous messages to heterogenous audiences
  - Disseminating homogenous messages to anonymous audiences
  - None of the above
- (d) Individual Differences Theory proposes
- Individuals respond differently to mass media according to their psychological needs
  - Difference of individual opinion in mass communication
  - Difference between mass media in communication
  - Individual difference in feedback in communication
- (e) The Gate Keeping theory was proposed by
- Marshall McLuhan
  - Kurt Zadek Lewin
  - Shannon and Weaver
  - Iverett Rogers

(f) Media Convergence is

- (i) Merging of mass communication outlets through various digital media platforms
- (ii) Merging of all feedback mechanisms in mass communication
- (iii) Media Technology
- (iv) None of the above

2. Answer any *four* questions from the following: 10×4 = 40

- (a) "Mass communication plays an influential role in modern society" -- Explain with the help of social media. 10
- (b) "Television viewing has a great impact on various aspects of a child's life" -- Discuss. 10
- (c) "Television is responsible for 'cultivating' viewers thought of social reality." -- Explain. 10
- (d) What is reception theory? Does it differ from Hypodermic Needle theory? Discuss with examples. 10
- (e) What is Social Responsibility theory? How can you apply this theory in the current scenario of our country? Discuss. 10

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