

B.A.LL.B. Even Semester Exam, 2023

LAW

4th Semester

COURSE NO. BA.LL.B- 402(C)

(Mass Communication-I)

Full Marks : 70

Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions

Answer five questions, taking one from each Unit

UNIT-I

1. Briefly explain the process of communication with diagram and discuss the elements or components used in communication process. 14
2. What do you understand by the word "Communication". Explain the functions and barriers of communication process. 14

UNIT-II

3. Briefly explain the origin and growth of journalism in India. Discuss the various Acts and restrictions on journalism during British Colonial India. 14

Turn over

4. What do you mean by the word "Journalism" and discuss its basic concepts, nature and scope. 14

UNIT-III

5. Briefly explain the functions and responsibilities of mass media and critically evaluate the positive and negative impact of mass media. 14
6. Discuss the different forms of mass media and critically analyse the relationship between media and democracy with suitable examples. 14

UNIT-IV

7. What is the basic advantage and limitation of communication model and briefly discuss the "Joharry Windows model of Communication, Explain with suitable example. 14
8. Write the short notes (any two). 14
 - a. Harold D. Lasswell model
 - b. Shannon and Weaver model
 - c. Circular model of Osgood and Shramm

UNIT-V

9. Briefly explain "Agenda Setting theory" and discuss the propaganda and its techniques. 14
10. Write a note on any TWO of the following: 14
 - a. Authoritarian theory
 - b. Liberatarian theory
 - c. Social responsibility theory
 - d. Development Communication theory.

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