

ENGLISH VERSION

- 1 What is mass communication? Discuss the characteristics of mass communication. 14
- OR**
- 1 Describe the positive and negative effects of the development of technology on communication. 14
- 2 Analyze the role of communication in the development of the country. 14
- OR**
- 2 Discuss the beginning and phase-wise development of communication. 14
- 3 Narrate the meaning of communication and clarify its importance and usefulness. 14
- OR**
- 3 Make a detail note on the relationship between mass media and mass communication. 14
- 4 (a) Explain the principles of ‘Seven-C’ for effective communication narrated by Cultip and Center. 7
- OR**
- (a) Discuss the initial and improved model of Leswell for communication and state the difference between the two. 7
- (b) Give a detailed understanding of the different types of communication. 7
- OR**
- (b) Discuss the two step flow of communication model and model-T. 7
- 5 Write any two short notes from the following : 14
- (1) Shannon-Weaver’s model for communication and its explanation.
- (2) Mass communication and culture
- (3) The role of media in society.
- (4) Major hurdles of communication.