



**WEST BENGAL STATE UNIVERSITY**  
B.A. Honours 1st Semester Supplementary Examination, 2021

**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 practicable.*

1. Answer any **five** questions from the following: 2×5 = 10
- (a) A communication process involves \_\_\_\_\_ basic elements.  
(i) 5                      (ii) 3                      (iii) 4                      (iv) 6
- (b) The \_\_\_\_\_ is the individual or group that develops the message to be communicated to internal and external parties  
(i) source                      (ii) encoder                      (iii) decoder                      (iv) jargon
- (c) Which of the following is not a potential problem (barrier) to personal communication?  
(i) Credibility of the sender  
(ii) Personal make-up of the parties involved  
(iii) Some individuals tend to be disorganised  
(iv) None of the above (all are potential problems)
- (d) To convert a message into groups of words, symbols, gestures or sounds that present ideas or concepts is called:  
(i) encoding                      (ii) feedback                      (iii) noise                      (iv) Media richness
- (e) Manuals and policy statements are referred to as  
(i) Upward Communication                      (ii) Horizontal Communication  
(iii) Downward Communication                      (iv) Vertical Communication
- (f) A certain look or glance is an example of  
(i) Verbal Communication                      (ii) Written Communication  
(iii) Oral Communication                      (iv) Non-verbal Communication
- (g) A ringtone is the sound to indicate  
(i) an incoming call                      (ii) a text message  
(iii) both (i) and (ii)                      (iv) None of these

- (h) A Transmission model means
- (i) Encoding & decoding of media discourse
  - (ii) Communication as display & attention
  - (iii) Transmission of a fixed quantity of information determined by the sender
  - (iv) Sharing, participation, association, and the possession of a common faith
- (i) The Reception model has its origin in
- (i) Critical Theory
  - (ii) Semiology
  - (iii) Discourse Analysis
  - (iv) All of these
- (j) Noise is not a problem at which stage of the communication process
- (i) Source
  - (ii) Receiver
  - (iii) Decoding
  - (iv) None of these

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

- (a) Critically analyse the effect of smart phone on the young generation of India.
- (b) Do a comparative analysis between the Authoritarian and Libertarian theory of press.
- (c) Discuss the role of Mass Media in Modernization paradigm.
- (d) “Television dominates our symbolic environment and creates an inaccurate world view”. — Critically analyse this statement with an appropriate theory.
- (e) Discuss the main characteristics of the publicity model of communication.
- (f) Define characteristics of mass society as explained by Denis McQuail. Does Mass Media influence mass society? Discuss.

**N.B. :** *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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