

1127

B.A./B.Sc.(General)-1st Semester**Journalism and Mass Communication**

Paper: Introduction to Mass Communication-I

(In all mediums)

Time allowed: 3 Hours

Max. Marks: 70

NOTE: Attempt five questions in all, including Question No. I which is compulsory & selecting one question from each Unit.

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I. Attempt any seven of the following in 50-75 words each: -

- (a) Mass Communication
- (b) Group Communication
- (c) Laswell Formula
- (d) Schramm's Model of Communication
- (e) Press during Emergency in India
- (f) Nationalist Press and Freedom struggle
- (g) Gandhi as a Journalist
- (h) TV Industry in India
- (i) Radio Industry in India
- (j) New Media Vs Traditional Media (7×2)

UNIT – I

- II. Explain the nature and concept of communication. (14)
- III. Explain the forms of communication with examples. (14)

UNIT – II

- IV. Explain the mathematical model of communication. (14)
- V. How to communication models help in understanding the concept of communication? (14)

UNIT – III

- VI. Discuss the Freedom of Press in India prior to Independence. (14)
- VII. Write a note on Early Press History in India. (14)

UNIT – IV

- VIII. Discuss briefly the Media Industry in India. (14)
- IX. Does New Media Industry pose a threat to Press Industry in India? (14)

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(Hindi/Punjabi versions enclosed)

P.T.O.