

2124

P.G. Diploma in Mass Communication
First Semester

PGDMC-101: Introduction to Mass Communication

Time allowed: 3 Hours

Max. Marks: 100

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Write short notes on any five of the following in about 75 - 100 words each:-

- a) Communication
- b) Group Communication
- c) Crowd
- d) Classical functions
- e) Development Communication
- f) Channel
- g) Model
- h) Traditional media
- i) Newspapers
- j) SR Model

(5x4)

UNIT - I

II. What is Communication? Discuss its functions.

(20)

III. Write a note on Development Communication.

(20)

UNIT - II

IV. Explain the process of communication.

(20)

V. Do you think Mass Communication is important? Elaborate.

(20)

UNIT - III

VI. Discuss the characteristics of print media.

(20)

VII. How do you think traditional media is different from electronic media? Explain.

(20)

UNIT - IV

VIII. Discuss anyone model of Communication.

(20)

IX. What role do you think models play in defining the process of Communication?

Elaborate.

(20)

x-x-x