



**WEST BENGAL STATE UNIVERSITY**  
B.A. Honours 1st Semester Examination, 2021-22

**JORACOR02T-JOURNALISM AND MASS COMMUNICATION (CC2)**

**INTRODUCTION TO MEDIA AND COMMUNICATION**

**OLD SYLLABUS**

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) Define Group Communication.
  - (b) What is Twitter?
  - (c) Name any two communication scientists.
  - (d) Draw the diagram of Spiral of Silence.
  - (e) What is Noise in Communication?
  - (f) State any two limitations of communication models.
  - (g) What do you know about Individual Difference Theory?
  - (h) What is the difference between Two-step flow theory and Multi-step flow theory?
  
2. Answer any **four** questions from the following: 10×4 = 40
  - (a) Briefly describe the impact of Television on children.
  - (b) What is Mediated and Non-mediated communication? Elucidate with suitable examples.
  - (c) What is the Ritual Model of Communication? Discuss in detail.
  - (d) What are the different forms of communication? Discuss.
  - (e) Elaborate 'Dominant Paradigm' of communication with suitable examples.
  - (f) What is the level of influence under the Agenda Setting Theory?

**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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