



Roll No.....

End Semester Examination, December 2024
Program – BA (JMC) 1st Semester
COMMUNICATION IN REAL WORLD (JMBJ101)

Time: 2.5 hrs.

Max Marks: **50**

Note: ***All Questions are compulsory. Marks are indicated against each question.***

PART-A

Q.1 *First question will consist of 7 small questions covering entire syllabus out of which student has to attempt 5 questions and understanding level will be assessed.*

- (a) Describe visual communication. Explain its significance in the digitized world? [CO-2] [L-2]
2
- (b) Illustrate traditional media? Provide examples and explain its role in societal communication before and after the digital age. [CO-3] [L-3] 2
- (c) Discuss the elements and process of communication. [CO-1] [L-2] 2
- (d) What barriers to effective communication are present in this scenario? [CO-5] [L-2] 2
- (e) Define Mass communication and discuss its contemporary need. [CO-1] [L-1] 2
- (f) Explain the model of gatekeeping in detail. [CO-1] [L-2] 2
- (g) Define Development Media Theory. [CO-2] [L-1]
2

2x5

PART-B

Q.2 Discuss Dependency Theory in detail with the special reference of A.G. Frank reading. How does it explain the role of media in shaping society, especially in the context of developing nations? [CO-5] [L-2] **10**

OR

Shannon and Weaver's Communication Model is one of the foundational models in communication studies. Explain this model in detail and describe its limitations. [CO-5] [L-2] **10**

Q.3 Analyze the scenario in terms of Agenda Setting Theory. How does the media's focus on certain issues shape the community's priorities and public discourse? [CO-3] [L-4] **10**

OR

Analyze the Authoritarian Theory of media. How does it relate to state control of the media? Support your argument with suitable examples. [CO-3] [L-4] **10**

Q.4 Design a media policy based on the Social Responsibility Theory that ensures both media freedom and public accountability. What factors would you include to maintain this balance? [CO-4] [L-6] **10**

OR

Design a media system in a hypothetical country based on Soviet Press Theory. How would the government structure its control over media content, and what ethical considerations might arise? [CO-4] [L-6] **10**

Q.5 Evaluate the role and functions of Mass Media in society. How do these functions contribute to the social, political, and cultural development of a nation? [CO-4] [L-5] **10**

OR

Assess the relationship between Popular Culture and Consumer Culture. How are consumerism and popular culture interlinked in modern society? [CO-5] [L-5] **10**