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**[5218]-1008**

**F.Y. B.Sc. (Animation) EXAMINATION, 2017**

**AN-1108 : INTRODUCTION TO MASS COMMUNICATION AND**

**MEDIA LITERACY**

**(2015 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) *All* questions are compulsory.

(ii) Figures to the right indicate full marks.

**1.** Answer the following (any *ten*) : [10×2=20]

- (a) What are d-books and e-books ?
- (b) Explain *two* advantages of “print on demand”.
- (c) What are the *three* broad types of magazines ? Give an example of each.
- (d) What are instant books ? Give *two* examples.
- (e) Name *two* newspapers owned and run by politicians/political parties in India.
- (f) List *two* news channels.
- (g) What is full form of PRO ?
- (h) What are “webzines” ? Name *two* webzines.
- (i) List *two* Radio Channels in India.

P.T.O.

- (j) What are the *two* forms of mobile video ?
- (k) What is viral marketing ?
- (l) What are the *two* primary forms of custom publishing ?

2. Answer any *four* : [20]

- (a) What is the pattern of evolution of mass communication and when did it start ?
- (b) What are the current characteristics of news ?
- (c) How does social media affect youth ?
- (d) What is sociology of media and what are its basic roles ?
- (e) What does democracy refer to with respect to mass communication and how does it relate to consolidation of mass media ?

3. Answer any *four* : [20]

- (a) What are the roles of an editor of a newspaper ?
- (b) Explain the differences between mass communication and personal communication.
- (c) Define Communication, Mass Communication, Mass Media.
- (d) What do you think are the main responsibilities of a mass communication professional ?
- (e) Define Mass Audience.

4. Answer any *four* : [20]

- (a) How does mass media act as a link between the Government and the people ?
- (b) What is the importance of mass communication for a company ?
- (c) Explain the differences between Public Relations and Advertising.
- (d) Explain the importance of media freedom in democratic country.
- (e) Write about your favourite advertisement in detail.