

Total No. of Questions : 5]

SEAT No. :

P381

[5215]-40

[Total No. of Pages : 2

F.Y. B.Sc. (Vocational)

PHOTOGRAPHY AND AUDIO-VISUAL PRODUCTION

**Introduction to Mass Communication and Media Scene in India
(2013 Pattern) (Paper-II)**

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*
- 3) Draw neat and labelled diagrams wherever necessary.*

Q1) Attempt any two of the following

[16]

- a) Illustrate the different barriers in communication.
- b) Write about the different ways in which communication impacts an audience.
- c) You are asked to interview the topper of a UPSC examination. What questions would you ask him/her for a youth magazine?

Q2) Attempt any four of the following:

[16]

- a) Explain the difference between verbal and non-verbal communication.
- b) Write a short note on Aristotle's model of communication.
- c) Today audience has become a customer. Comment.
- d) Write a short note on 'mass culture'.
- e) Illustrate the three stages in interpersonal communication.

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Q3) Attempt any four of the following: [16]

- a) Explain, with suitable examples, the definition of ‘communication’.
- b) Explain the meaning of ‘inverted pyramid’ in the context of news writing.
- c) With examples explain the problems of using words in communication.
- d) ‘Kyunki Saas Bhi Kabhi Bahu Thi’ lead to several firsts on Indian television. Explain with examples.
- e) Write a short note on Community Radio.

Q4) Attempt any two of the following: [16]

- a) Draw the block diagram of the Shannon and Weaver model. Explain the function of each of blocks.
- b) Write a news report of about 100 words on the visit of a celebrity actor for the inauguration of the cultural festival of your college.
- c) What are the merits and demerits of television as a medium of mass communication?

Q5) Attempt any two of the following: [16]

- a) Explain the characteristics of mass communication.
- b) Write short notes on:
 - i) Five Ws and one H
 - ii) Reality shows on television
- c) If you were to build a news related website, illustrate the different content elements it would include.

