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F.Y. B.Sc. (Animation) EXAMINATION, 2018

AN-1108 : INTRO-TO MASS COMM. AND MEDIA LITERACY

(2015 PATTERN)

Time : Three Hours

Maximum Marks : 80

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

(ii) Draw neat diagram if required.

1. Answer the following (any *ten*) :

[10×2=20]

- (a) Explain Media literacy.
- (b) Define Media convergence.
- (c) What are e-books ?
- (d) Write down *two* Radio Channels in India.
- (e) What is full form of PRO ?
- (f) List any *four* newspapers published in Maharashtra.
- (g) List *two* News Channels.
- (h) What is the role of Public Relation Officer ?
- (i) What is the role of television in our life ?
- (j) What is meant by “Documentary” ?

P.T.O.

(k) Define Interactive communication.

(l) Write down *two* names of business magazines.

2. Answer the following (any *four*) : [4×5=20]

(a) What is the pattern of evolution of mass communication and when did it start ?

(b) What is grapevine communication and how can it affect mass communication ?

(c) What ways does newspaper affect the development of a nation ?

(d) What are the current characteristics of news ?

(e) How does social media affect youth ?

3. Answer the following (any *four*) : [4×5=20]

(a) Which are the most dominating companies in the field of mass communication ?

(b) How does mass media act as a link between the government and the people ?

(c) What is mass media law and how is it involved in mass communication ?

(d) What is the concept of imperialism in media ?

(e) What does democracy refer to with respect to mass communication and how does it relate to consolidation of mass media ?

4. Answer the following (any *four*) : [4×5=20]
- (a) What is sociology of media and what are its basic roles ?
 - (b) What is cultural globalization ? How does mass communication promote it ?
 - (c) Write in brief on Shannon Weaver model.
 - (d) What are the roles of an editor of a newspaper ?
 - (e) What is Press Council ? How does it help the current scenario of media ?