

2024
SRCMUJ
4th Semester Examination
M.A.
Journalism and Mass Communication
JMC-405
Theoretical -- Ethnography of Communication

Full Marks: 40

Time: 2 Hours

The figures in the margin indicate full marks. Candidates are required to give their answers in their own words as far as practicable.

- 1. Answer any two of the following questions** **5×2**
 - a) Linguistic trends in social media
 - b) Traditional vs. modern communication systems
 - c) Benefits of maintaining a Multiethnic State
 - d) Ethnocentrism

- 2. Answer any three of the following questions** **10×3**
 - a) How can SAARC countries encourage connectivity while promoting tolerance and understanding of different cultures?
 - b) How can cultural context have impact on the interpretation of a message in the media?
 - c) What is the relationship between linguistics and communication? What are the two types of communication in linguistics? **(6+4)**
 - d) Ethnography studies provide valuable insights into the impact of technology on communication practices across different cultures. Describe such specific insights.
 - e) Conducting ethnographic studies of communication can be accompanied by several challenges and limitations - Explain.