2024
SRMUJ
1st Semester Examination
M. A.
Journalism and Mass Communication
JMC-101
Communication Studies

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. Write Short Notes on <u>any two</u> of the following questions: 5×2

a) Group Communication

b) Media Audience

c) New Media

d) CDA

2. Answer <u>any three</u> of the following questions: 10×3

a) Explain the Concept of Mass Communication and discuss its key characteristics. 4+6

b) Describe the Process of Communication using the SMCR Model. Explain its components and role in effective communication. 4+3+3

c) Explain the Impact of Globalization on Indian Culture with examples.

d) Explain the Magic Bullet Theory of Mass Communication. Highlight its key assumptions and relevance in contemporary media. 4+3+3

e) How do Social Media tantamount to the Concept of Public Sphere as propounded by J. Habermas? Explain with suitable examples.

P.Y.Q. 2024