

Seat No. : _____

AL-128

April-2016

M.Sc., Sem.,-VIII (CA & IT)

Mass Communication

Time : 2 Hours]

[Max. Marks : 50

1. Write short notes on any **two** of the following : **10**
 - (1) Capitalistic and Socialistic Patterns of Mass Communication.
 - (2) Discuss any two functions of Mass Media.
 - (3) Ethical aspects of mass media. Discuss in brief.
 - (4) What do you mean by *Sadharanikaran*.

2. Explain in detail history of Information Technology and society. **10**

OR

Answer the following questions :
 - (1) Electronic Media and Folk Media
 - (2) Importance of Information Technology in Mass Communication.

3. Write short notes on any **two** of the following : **10**
 - (1) Making of a Newspaper.
 - (2) Difference between Public and Private Radio Channels.
 - (3) Functioning of Radio.
 - (4) Explain any four variables which help to increase News Values.

4. Answer the following questions : (any **two**) **10**
 - (1) What do you mean by Corporate Identity ? Discuss various types of Corporate Identity.
 - (2) Explain any three types of Advertising.
 - (3) Discuss Corporate Communication Tools.

5. Answer the following questions in brief : **10**
 - (1) Explain in brief The Lasswell Model of the Communication Process.
 - (2) Difference between newspapers and magazines.
 - (3) Explain in brief Production of television programmes.
 - (4) What do you mean by Mainstream Journalism ?
 - (5) Media and Society grow together. Explain.