

2123

P.G. Diploma in Mass Communication
First Semester
PGDMC-101: Introduction to Mass Communication

Time allowed: 3 Hours

Max. Marks: 100

NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Write short notes on the following in about 75 - 100 words each:-

- a) Intra-personal communication
- b) Crowd
- c) Traditional media
- d) Newspapers
- e) SR Model
- f) Development Communication
- g) Feedback
- h) Modern functions of communication
- i) Group communication
- j) TV

(10x2)

UNIT - I

II. What is Communication? Discuss its functions.

(20)

III. Write a note on Development Communication.

(20)

UNIT - II

IV. What is mass communication? Explain the characteristics of mass communication. (20)

V. Elaborate on the process of communication.

(20)

UNIT - III

VI. Discuss anyone type of media of mass communication in detail.

(20)

VII. Explain the characteristics of Electronic media.

(20)

UNIT - IV

VIII. Show your understanding of anyone model of communication.

(20)

IX. Write notes on the following:-

a) SMCR Model

b) Mathematical model of communication

(20)

x-x-x