



NAVRACHANA UNIVERSITY

School: SLSE
 Program/s: BAJMC
 Year: 1st Semester: 1st
 Examination: End Semester Examination
 Examination year: November 2023

Course Code: JMC101 Course Name: Introduction to Mass Communication

Date: 22/11/2023

Total Marks: 40

Time: 10:00 am to 12:00 noon (24 h clock)

Total Pages: 1

Instructions:

- Write each answer on a new page.
- Use of a calculator is permitted/not permitted.
- * COs=Course Outcome mapping. # BTL=Bloom's Taxonomy Level mapping
- Answer any 4 out of 5 listed below.

Q.No.	Questions	Marks
Q.1	What distinguishes the Indian approach to communication from other cultural approaches? OR Why is understanding the importance of communication flows is essential in effective communication strategies?	10
Q.2	How does the scale, audience, and intent differentiate mass communications from other form of communications? OR Explain how does media shapes cultural perceptions, beliefs, and societal norms, impacting cultural life.	10
Q.3	How does Macomb's and Shaw's model help in understanding audience preferences and media effects? OR How does the four theories of press shapes media systems & government in different socio-political context and how do they help in the interaction between the press & the government?	10
Q.4	How does media activism and advocacy contribute to the social change in contemporary Indian society. OR Discuss the responsibility of media in addressing and curbing gender-based violence in its content	10
Q.5	Elaborate on the essential human needs fulfilled by the communication OR Discuss the significant role of mass communication in the development of a nation	10

*****End of Question Paper*****