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EMPM-101

**M. A. in Electronic Media Production
and Management (MA-EMPM)
Term-End Examination
December, 2018**

**EMPM-101 : PRINCIPLES OF MASS
COMMUNICATION**

Time : 3 Hours

Maximum Marks : 60

Note : Attempt any *five* questions. All questions carry equal marks.

1. What are the types of communication ? What role does non-verbal communication play in our daily lives ? Explain with examples. 6, 6
2. Explain the Shannon and Weaver model of mass communication with a diagram. How is this model helpful in understanding the process of mass communication ? 8, 4
3. Discuss the role of opinion leaders in the Two-step and Multi-step flow theories of mass media. Examine the merit of these theories. 8, 4
4. Write short notes on the following : 6, 6
 - (a) Characteristics of Mass Audience
 - (b) Public opinion

(A-1) P. T. O.

5. Write an essay on any *one* of the following in not more than 500 words : 12
- (a) Socialisation effects of Media
 - (b) Media as promoter of consumerism
6. Advertising media plays an important role in shaping people's attitudes and beliefs about ideal life. Do you agree ? Support your argument with examples. 12
7. Monopoly of big media houses affects the content. Do you agree ? Explain with examples. 12
8. What is the concept of development ? Explain how different media can contribute to different spheres of development. 12