

**M. A. IN ELECTRONIC MEDIA PRODUCTION
AND MANAGEMENT (MA-EMPM)**

Term-End Examination

00653

June, 2019

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

Time : 3 hours

Maximum Marks : 60

Note : Answer any five questions. All questions carry equal marks.

1. Define Communication. Explain the barriers of communication. 4+8=12
2. Diagrammatically represent and explain any two models of mass communication of your choice. 6+6=12
3. What is Cultivation Theory ? How do you see its applicability in today's times of multiple technology and greater access ? 6+6=12
4. A number of media and online companies have a greater share in the market as they can offer subscription at a lesser price. What are the attributes of Indian media audience that make this market versatile ? 12

5. What is Culture ? How does media create culture while promoting consumerism ? 4+8=12
6. How does media literacy affect people's attitudes and beliefs ? 12
7. Monopoly of big media houses affects the content. Do you agree ? Explain with examples. 12
8. What is Development Communication ? Explain a few media strategies to promote prevention of waterborne diseases in your area. 2+10=12
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