

2022

**MASS COMMUNICATION  
AND JOURNALISM (Honours)**

**Paper Code : MCJH DC-2**

**(Introduction to Media and Communication)**

Full Marks : 25

Time : Two Hours

*The figures in the margin indicate full marks.  
Candidates are required to give their answers  
in their own words as far as practicable.*

**Group - A**

1. Write short notes on any *three* of the following :

5×3=15

(a) Noise of Communication

(b) Ring Tones

(c) Agenda Setting

(d) Laggards in Diffusion of Innovation

(e) Shannon Weaver Model of Communication

P.T.O.

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**Group - B**

2. Answer any *one* of the following questions :  $10 \times 1 = 10$

(a) What is dominant paradigm theory ? How much does it have relevance in developing societies like ours ?

(b) Write in short about the four models of communication. Among these which one do you think has relevance in our society and why ?

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