



**UNIVERSITY OF NORTH BENGAL**  
B.A. Honours 1st Semester Examination, 2020

**CC2-MASS COMMUNICATION AND JOURNALISM**

**INTRODUCTION TO MEDIA AND COMMUNICATION**

Full Marks: 60

**ASSIGNMENT**

*The questions are of equal value  
The figures in the margin indicate full marks.*

**Answer any three questions**

20×3 = 60

1. How is Lasswell's model different from Shannon and Weaver model? Make a comparative analysis of these two models. 20
2. Define communication. Explain in detail the levels of communication. 20
3. Comment on: 20
  - (a) Individual Difference Theory
  - (b) Needle Theory.
4. What is Folk media? Discuss in detail any two folk media forms of West Bengal. 20
5. What is new media? Explain in detail about its origin and role today. 20

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