



UNIVERSITY OF NORTH BENGAL

B.A. Honours Part-II Examination, 2021

MASS COMMUNICATION AND JOURNALISM

PAPER-III

Full Marks: 100

ASSIGNMENT

The figures in the margin indicate full marks.

Use separate Answer Books for each Half.

FIRST HALF

COMMUNICATION THEORIES

GROUP-A

1. Answer any *two* questions: 20×2 = 40
- (a) Discuss in detail Laswell's model of communication explaining its merits and weaknesses.
 - (b) How does Agenda Setting Theory explain the fact that the order of importance of news events is determined by an unwritten editorial agenda?
 - (c) Discuss in detail Gerbner's Cultivation Theory of Media.
 - (d) Explain critically the effect of globalization on Media Ownership.
 - (e) Discuss the four theories of the Press.

GROUP-B

2. Answer any *one* question: 10×1 = 10
- (a) Do you think the Bullet Theory is simplistic in its approach?
 - (b) Discuss briefly Osgood's-Schramm's Model of Communication.

SECOND HALF

DEVELOPMENT COMMUNICATION

GROUP-A

1. Answer any *two* questions: 20×2 = 40
- (a) Write a detailed note on SITE.
 - (b) Explain the meaning and origin of the term 'Development Communication' in the Indian context.
 - (c) Comment on the characteristics of Dominant Paradigm in connection to Development Communication.

- (d) What are the characteristics of a Developing Nation? Name any five developing countries.
- (e) Discuss the relation between Media and Development.

GROUP-B

2. Answer any *one* question:

10×1 = 10

- (a) Write a short note on Gandhi's notion of Development
- (b) Explain briefly Roger's idea of Magic Multipliers.

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