



UNIVERSITY OF NORTH BENGAL
B.A. Honours 4th Semester Examination, 2021

CC10-MASS COMMUNICATION AND JOURNALISM
MEDIA AND CULTURAL STUDIES

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. Define and explain the meaning of the term culture. State the differences between mass culture and folk culture. 20
2. Critically explain Schramm and Osgood's model of communication model of development. 20
3. Explain 'semiotics'. Discuss Ferdinand Saussure's ideas on signs and semiotics. 20
4. Discuss the four theories of the press. 20
5. Explain the impact of mass media over culture. 20

—x—