

code-115479

M.A. ENGLISH - II

JUNE-2015

Paper No. 15 Mass Communication and Media Studies: An Introduction

TIME: 3 HOURS

MARKS: 100

NOTE: ALL QUESTIONS ARE COMPULSORY. ALL QUESTIONS CARRY EQUAL MARKS

Q. 1	How many types of communication are there? Explain each in detail.	20 Marks
	OR	
Q.1	Mention the Western communication theories. Write a note on any two of them	
Q.2	Write a note on development of journalism.	20 Marks
	OR	
Q.2	What are the press codes and ethics in journalism?	
Q.3	Why TV is considered as mass media? Give reasons.	20 Marks
	OR	
Q.3	Write a note on TV production.	
Q.4	Explain: Documentary Films.	20 Marks
	OR	
Q.4	Write a detail note on the history of Indian cinema.	
Q.5	Discuss the main features of advertising.	20 Marks
	OR	
Q.5	Discuss in detail various advertising appeals.	