

TILAK MAHARASHTRA VIDYAPEETH, PUNE**B.A. in Journalism & Mass Communication****B.A. in Sound and Music Technology****B.A. in Film Making****B.A. in Photography****B.A. in Broadcast Journalism****EXAMINATION: DECEMBER - 2022****FIRST SEMESTER****Sub: Introduction to Mass Communication
(BAJMC/BASA/BAPH/BAFM/BABJ 19-1001)****Date : 20/12/2022****Total Marks : 40****Time: 2.00 pm to 4.00 noon*****Instruction:****All questions are compulsory.***Q. 1 Descriptive Answer (Any Two)****(20)**

1. What is 'Communication'? Using your own media experiences describe different types of communication.
2. Draw and explain the basic model of Communication process with appropriate nomenclature.
3. What are different media theories? Explain any two normative media theories with suitable examples.

Q. 2 Write short notes. (Any Two)**(10)**

1. 'Medium is the message.'
2. Relationship between Media and Society
3. Media as a social trendsetter

Q. 3 Open Ended Question**(10)**

"Your theory decides what you observe." Elucidate the statement by citing recent events from the media and communication sector.