

TILAK MAHARASHTRA VIDYAPEETH, PUNE**B.A. in Journalism & Mass Communication****B.A. in Music Production****B.A. in Photography****BSc. in Professional Audio Technology****EXAMINATION: JANUARY - 2023****FIRST SEMESTER****Sub: Introduction to Mass Communication****(BAJMC/BAMP/BAPH/BACA 22-1001)**

Date : 11/1/2023**Total Marks : 40****Time: 10.00 am to 12.00 noon**

Instruction:*All questions are compulsory.***Q. 1 Descriptive Answer (Any Two)****(20)**

1. Describe and outline the interplay between Media, Audience & Society.
2. State six 'Normative Media Theories' and explain any three of them.
3. Discuss the various characteristics of Mass Communication.

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

1. Indian Media and Foreign Media
2. "Medium is the message."
3. Ethics in Media

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

Critically examine the concept of 'Mass Media Audience' and explain the complexity of 'Audiencehood'.