

Ex/MAS/PG/1.1/2024

**MA IN JOURNALISM & MASS COMMUNICATION  
EXAMINATION, 2024**

**(1st Year, 1st Semester)**

**PRINCIPLES OF COMMUNICATION AND MASS COMMUNICATION**

**PAPER : PG/1.1**

*Time : 2 Hours*

*Full Marks : 40*

Answer *any two* questions from the following.

1. Discuss the Magic Bullet Theory. Give a brief overview of the two broad theoretical perspectives that reimagined media effects as limited and indirect, rather than powerful and direct.  
10+10=20
2. Discuss the Uses and Gratification Theory. Elucidate how the Dependency Theory integrates the Uses and Gratification approach with the media effects tradition.  
10+10=20
3. Distinguish among group, crowd and public. Elaborate the relationship between mass media and its audience with suitable example.  
6+14=20

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[ Turn Over ]

**( 2 )**

4. Detail the characteristics of traditional forms of communication. Do you think they are still useful in the era of technological over dependency? Elucidate with example.  
8+12=20

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