

**2017**

*Time : 3 hours*

*Full Marks : 50*

*Candidates are required to give their answers in their own words as far as practicable.*

*The questions are of equal value.*

*Answer any **five** questions.*

1. Define 'Mass Communication'. What are its major characteristics ?
2. Why the theories of press are called "Normative Theories" ? Explain the Normative theories and their relevance today.
3. Explain the features discussed by Shannon and Weaver in the mathematical model.
4. What are the popular social networking sites ? Discuss the impact of social media network among teens in Jharkhand.

5. Who are Opinion leaders ? What role do they play in our interaction with the mass media ? Discuss the Two-Step theory of mass communication.
6. 'Gerbner's model emphasizes the dynamic nature of human communication.' Discuss.
7. Define Development Communication . Explain the role of ICT for development.
8. Critically evaluate the impact of Television and Video games on children.
9. Write notes on any **two** of the following :
  - (a) Gatekeepers
  - (b) Internet troll
  - (c) Digital Divide
  - (d) Wilbur Schramm

