



Derozio Memorial College
UGC Sponsored B.Voc in Public Relations
Semester -V Examination, 2022
Paper – PRGC10T
(MASS COMMUNICATION AND MASS CULTURE)



Time Allotted: 2hours

Full Marks: 50

(The figures in the margin indicate full marks. Candidates should answer in their own words and adhere to the word limit as practicable.)

1. Answer any Five (05) of the followings: - **5X2=10**

- a) What do you mean by feedback?
- b) What is mass-line communication?
- c) Who coined the word 'Global Village'?
- d) What do you mean by cross culture?
- e) What do you mean by mass?
- f) What is gate keeping?
- g) What do you mean by communication?
- h) What is counter culture?
- i) What do you mean by pluralism?

2. Answer Any Two (02) of the following: - **2X5=10**

- a) Cultural hybrids.
- b) Inter cultural communication
- c) Toronto school of communication
- d) Multiculturalism
- e) Interpersonal communication
- f) Hegemony

3. Answer any Three (03) of the following: - **3x10= 30**

- a) Describe different definition of mass communication. Explain with illustration the recent scenario of mass media in India.
- b) What is meant by normative theories? Discuss the four major normative theories.
- c) Define characteristics of mass society as explained by Denis McQuail. Do you think mass media influence mass culture? Explain briefly.
- d) Explain the role of opinion leaders in two step flow model of communication.
- e) Define information society. Do you believe people live in a global information society in 21st century?
- f) Mass media can help shape the culture of an urban society. Do you subscribe to this view? Give examples from your surroundings.
- g) What is the concept of pluralism? Explain Hegemony in terms of culture and briefly discuss about its problems and possibilities.

N.B.: Students have to complete submission of their Answer Scripts through E-mail to their own respective college on the same day / date of examination within 1 hour after the end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.

E-mail ID for the respective B.Voc Courses:

- dmcbvoc.bcj@gmail.com (Broadcast Journalism),
- dmcbvoc.pbp@gmail.com (Printing and Book Publishing),
- dmcbvoc.pr@gmail.com (Public Relations).