

S.Y.B.A.
Mass Communication
Nov-2008

HJ-7385

Con. 220-08.

(3 Hours)

[Total Marks : 100

- N.B. :— (1) Attempt **all** questions.
(2) **All** questions carry **equal** marks.

1. (a) Define mass communication. What role does it play in our Indian Society ?
OR
(b) What is mass communication ? Explain the scope and objectives of mass communication.
2. (a) "Indian Journalism has come a long way". Discuss its position today.
OR
(b) What is 'reporting' ? How different it is from 'editing' of news in newspapers ?
3. (a) Mass media have affected a great deal of our social and cultural life. Do you agree ?
Discuss.
OR
(b) What is film censorship ? Give examples of some recent films which have been censored.
4. (a) Do advertisements in India portray a real picture of women in our society ?
OR
(b) What kind of social and cultural changes that have been brought about by the Mass Media in Indian Society ?
5. Write short notes on any **two** of the following :—
 - (a) Folk Culture of Maharashtra.
 - (b) TV and Films.
 - (c) Code of Conduct for Journalists.
 - (d) Popularity of Hindi Films.
 - (e) TV Serials.

[TURN OVER