

L2 - MASS COMMUNICATION

Keywords

Breaking news	Beauty parades	Green Revolution	Motion pictures' or 'movies
Flash news	Mass communication	Mass media	Projected
Sting operation	Channel of communication/Mean of communication	Face to face communication	New media
Live coverage	Communicator	Journalism	Convergence
Reality shows	Impact of a message on a channel or Medium.	Editing	World wide web
Wireless communication	Digital cameras	Still photographs	Internet

In-text Questions

In-text Questions 2.1

1. List at least five forms of mass media.
2. Name any one function of media with an example.

In-text Questions 2.2

1. Match the following:

i. Paper	Palm leaves
ii. Early writing	Developed printing
iii. Johannes gutenberg	Papyrus
iv. Print media	India today
v. Weekly	Newspapers

In-text Questions 2.3

1. List any three forms of traditional media found in India

2. What is meant by the term 'convergence'.

Terminal Questions

1. Define the term 'mass communication with examples.
2. Describe the functions and origin of mass communication.
3. Explain briefly the different forms of mass media.

Previous Year Questions

1. What is mass communication? 1
2. What is the contribution of John Gutenberg in the field of communication ? 1
3. Name the satellite through which our first national coverage of Doordarshan was provided. 1
4. Who showed the moving pictures everfirst in India? 1
5. What is Mass Communication 1
6. Around 1439, who first ever developed printing? 1
7. Define mass communication. 1
8. What are three major functions of Mass Communication ? 1
9. What were the inventions of Alexander Graham Bell and Marconi ? Also mention the years of their invention. 2

10. Give any two examples of new media. 2
11. Name any two newspapers started by Gandhi. 2
12. Name any two FM channels. 2
13. What is breaking news? Give an example. 2
14. What is wireless communication and when was it discovered? 2
15. ____ and ____ are the two newspapers started by Gandhiji. 2
16. What is meant by the term 'convergence'? 2
17. Discuss different functions of mass communication with suitable examples. 4
18. What is 'convergence' and how is it related to new media? 4
19. What is mass communication? Discuss its functions. 6