

M. Phil / Ph. D. Entrance Exam – 2019
Krishna Kanta Handiqui State Open University

Subject : Mass Communication

Full Marks : 50

Time 1 ½ hours

Answer any **five** from the following questions :

10×5 = 50

1. Do you agree that journalists are gatekeepers of information and this process of gatekeeping obstructs the free flow of information? Give reasons for your answer.
2. Discuss the role of media in creating awareness regarding environment.
3. A photograph tells more than a thousand words. Analyse the need of photography in presenting a news story.
4. Do you think that mass media plays a role in shaping the culture of a society? Why?
5. How does advertising influence the buying behaviour of people?
6. Do you think that the press in India has been able to assert its freedom? Give reasons for your answer.
7. Some of the recent films of Indian Film Industry have been able to portray the problems of women in Indian society. Do you agree? Discuss.
8. What role can media play in spreading messages of socio-economic development in the Indian society?

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