



13. Web 2.0.
14. Intercultural communication.
15. New World Information and Communication Order.
16. Magazine journalism.
17. Pothan Joseph.
18. Offset printing.
19. 'Beyond the Lines : An Autobiography'.
20. Harijan.
21. Humlog.
22. Lobbying.

Write short essays, **each not** exceeding 120 words, on **any six** of the following.

(6×4=24 Marks)

23. SMCR model of communication.
24. Define communication. What are the barriers to effective communication ?
25. Explain the different types of communication.
26. Trace the history of human communication.
27. Shannon and Weaver model of communication.
28. Gerbner's model of communication.
29. Contributions of James Augustus Hicky to Indian Journalism.
30. What is nonverbal communication ? Explain.
31. What are the strengths and limitations of radio as a medium of mass communication ?



Write long essays, **each not exceeding 500 words**, on **any two** of the following.

(2x15=30 Marks)

32. Trace the contributions of Raja Rammohan Roy to Indian language journalism.
33. Chronicle the history of television in India by highlighting the milestones.
34. What is mass communication ? What are its functions and dysfunctions ?
35. Make an analysis of the potential and limitations of social media.