

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**B.A. IN JOURNALISM & MASS COMMUNICATION**  
**EXAMINATION: DECEMBER - 2025**

**FIRST SEMESTER**

**Sub: Introduction to Mass Media (BAJMC 23-101)**

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**Date: 16/12/2025**

**Total Marks : 40**

**Time: 10.00 am to 12.00 pm**

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***Instruction:***

*All questions are compulsory.*

**Q. 1. Descriptive Answer (Any Two) (20)**

- 1) Discuss the importance of George Gerbner's model in understanding mass communication.
- 2) Differentiate between interpersonal and mass communication with examples.
- 3) Explain with examples how media convergence has changed journalism.

**Q. 2. Write short notes. (Any Two) (10)**

- 1) kinesics
- 2) SMCR model
- 3) importance of visuals in effective communication

**Q. 3. Open Ended Question (10)**

Analyze how music and visuals enhance emotional connection in films. Explain with example of any film of your choice.

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