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Introduction to Journalism and Mass Communication

By:

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QUESTION PAPER

(June - 2018)

(Solved)

INTRODUCTION TO JOURNALISM AND MASS COMMUNICATION

Time: 3 hours]

[Maximum Marks: 100

Note: Answer any five questions. All questions carry equal marks.

Q. 1. What is communication ? Explain at least five functions of communication, with suitable examples.

Ans. Ref.: See Chapter-1, Page No. 1, Q. No. 1 and 2.

Q. 2. Compare the characteristics of print media and television media. Which, according to you, is more powerful ?

Ans. Ref.: See Chapter-6, Page No. 20, Q. No. 2 and Page No. 22, Q. No. 4.

Q. 3. What are the Normative theories of mass media ? Explain the relevance of the theories in the perspective of contemporary media scenario.

Ans. Ref.: See Sample Paper-1, Page No. 1, Q. No. 1.

Q. 4. What is survey method ? Explain its strengths and limitations with suitable examples.

Ans. The survey method is the technique of gathering data by asking questions to people who are thought to have desired information. A formal list of questionnaire is prepared. Generally, a non disguised approach is used. The respondents are asked questions on their demographic interest opinion.

Advantages of Survey Method

1. As compared to other methods (direct observation, experimentation) survey yield a broader range of information. Surveys are effective to produce information on socio-economic characteristics, attitudes, opinions, motives etc and to gather information for planning product features, advertising media, sales promotion, channels of distribution and other marketing variables.

2. Questioning is usually faster and cheaper than observation.
3. Questions are simple to administer.
4. Data is reliable.
5. The variability of results is reduced.
6. It is relatively simple to analyze, quote and interrelate the data obtained by survey method

Disadvantages of Survey Method

1. Unwillingness of respondents to provide information: This requires salesmanship on the part of the interviewer. The interviewer may assure that the information will be kept secret or apply the technique of offering some presents.
2. Inability of the respondents to provide information: This may be due to:
 - (a) Lack of knowledge
 - (b) Lapse of memory
 - (c) Inability to identify their motives and provide "reasons why?" for their actions.
3. Human Biases of the respondents are there, for eg: "Ego".
4. Symantec difficulties are there—it is difficult, if not impossible, to state a given question in such a way that it will mean exactly same thing to each respondent. Similarly two different wordings of the same question will frequently produce quite different results.

How to overcome the limitations of Survey Method?

1. Careful framing and phrasing of questions.
2. Careful control of data gathering by employing specially trained investigators

who will observe carefully report on subtle reactions of persons interviewed.

3. Cautious interpretations by a clear recognition of the limitations of the data and understating of what exactly the data represents. This is especially true of responses to questions like—"What price would you be willing to pay for this product?"
4. Looking at facts in relative rather than absolute terms. For e.g.—A survey by a dentist team showed that the number of families in the middle income group used toothpaste taken by itself in the absolute sense, the results of the survey are in some doubt. Even though the individual group readings shall differ say for e.g.: for upper income group families it could be 90 %. Hence we should look at the facts in relative rather than in absolute terms

Q. 5. Discuss the factors which can be used to enhance the effectiveness of media messages, with relevant examples.

Ans. The famous scholar Gollust cited three important lessons about the effectiveness of various strategies to communicate about population health. First, communication initiatives designed simply to increase the awareness of social determinants may not be sufficient to effect change. Second, to influence public opinion and policy, communication will need to reflect important societal values that resonate with large audiences. And finally, when formulating communication strategy, it is important to recognize and address challenges from groups opposed to the population health messages and policy being supported by the communication strategy.

Raising public awareness about disparities is not sufficient to induce action, Gollust said, and it may even have unintended consequences. Rigby et al. (2009) found that messages about health disparities primed people to focus on group differences. Messages linking health disparities to race generated the least support for public policy intervention, while messages relating disparities to income generated the

most support for government action. That study as well as additional research by Lynch and Gollust (2010) found that people may have different beliefs about the reasons for group differences. Some may attribute racial and gender variations in longevity to individual behaviours. Others may believe these differences are related to societal factors. Some people may believe that discrimination affects longevity, whereas others may think that genetics is the primary determining factor (although evidence unequivocally finds that genetics is not an important factor). Attitudes about responsibility and fairness also may shape people's views about the reasons for group differences in longevity.

People may process messages differently depending on their knowledge or beliefs about the social determinants of health. Therefore, Gollust said, an educational message may not have the same influence on all people, and educational strategies may not be sufficient to stimulate action on health disparities. A study by Gollust and colleagues (2009) found that individuals' responses to a news article about the social determinants of diabetes varied by party affiliation. People in the control group, who received no information about social determinants, showed little recognition that social factors affect health. When people in the experimental group received information about social determinants, the recognition of social factors role increased substantially among Democrats and Independents, but not among Republicans. Moreover, support for public policies to help prevent diabetes increased among Democrats who read the information, while it declined among republicans.

Population health messages that reflect important societal values may be more persuasive than messages that do not, Gollust said. For example, messages acknowledging personal responsibility for health—a strong value in the United States—probably are more effective than messages that do not (Gollust and Cappella, 2014). Gollust offered several important caveats, however. In a nationally representative study on the impact of three messages about the social determinants of health,

Sample Preview of The Chapter

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J.M.C. - I
INTRODUCTION TO JOURNALISM
AND MASS COMMUNICATION

BLOCK - 1

INTRODUCTION TO COMMUNICATIONS

1

COMMUNICATION

Q. 1. Define Communication.

Or

What do you understand by the word 'Communication' ?

Ans. Communication is derived from the Latin word 'communus', which means exchange or transfer of ideas throughout. In other words we are constantly exchanging our thoughts, ideas and motions with someone to satisfy our physical, emotional or other needs or to get work done. Communication is an integral part of one's life. In fact, no social, personal or commercial activity is possible in the absence of communication.

Communication may be defined as a process of sharing or exchange of ideas, information, knowledge, attitude or feeling among two or more persons through certain signs and symbols. Thus we can say that communication is more than mere transferring or transmission of ideas or thoughts. It is not a static act, but it is a dynamic process of action and interaction towards a desired goal.

The above discussion makes it clear that communication involves two or more people *i.e.* sender and receiver. There is a sharing of an idea, information or an attitude (message). The information or idea is stored through certain signs and symbols *i.e.* language oral or written. Communication is vital for human existence and for the progress of humanity. No person, group or society can exist without interaction with others. It is rightly said that being at the heart of all social action and interaction, communication functions as a relating tool that create understanding, facilitates work, and strengthens collective living among people.

Q. 2. Briefly explain the important functions of 'Communication' ?

Ans. The most basic function of communication is to inform, instruct, entertain and influence people to make them function smoothly and effectively. Besides, it has other functions like interacting with groups through seminars, conferences, cultural promotion and integration etc. Some important functions of communication are as follows–

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(i) Information. In modern world, information is considered as power. The more informed one is, the more powerful one become. One who has access to information, can use it to one's advantage. Communication prevails enormous information about the information in which we live.

(ii) Instruction. It is one of the major functions of communication. Instruction start early in life and continue till one completes the cycle of his life. Communication provides knowledge, experience and skills that enable people to operate as effective members of society.

(iii) Entertainment. Human being must be entertained to break the monotony of routine and get away three attention from tensions of life. Such diversion is necessary for revitalisation of our personality. Communication provides boundless entertainment to people through movies, music, sports and cartoons etc.

(iv) Persuasion. Another important function of communication is to persuade the other party because persuasion helps in reaching decision or consensus on public policy so that it is possible to control and govern.

(v) Debate and Discussion. Debate and discussions in the media enables the public to clarify different viewpoints on issues of public interest and arrive at a general agreement on matters that concern all.

(vi) Cultural Promotion. Communication provides the opportunity and platform to promote and preserve the culture. It also motivates individuals to pursue and fulfil their creative usages.

(vii) Integration. Communication is a great integrating tool. Communication help a person/society to understand and appreciate the life-style and culture of others.

Q. 3. Briefly explain the process of communication and elements involved in it.

Ans. 'Communication' is a process which involves a series of actions and reactions. Essential elements of an effective communication process are as follows–

(i) Communicator. A sender (of message) or communicator is the person who initiates the communication process. A communicator may be a writer, a speaker, a film-maker, an instructor. A good communicator must have the knowledge level and effective communication skills to express himself in a right manner.

(ii) Encoding. A communicator visualizes his idea and then encode it to deliver it through the media he choose. Thus, encoding is the formulation of messages in the communicator's mind.

(iii) Message. A message is what a communicator actually produces for transmission using a medium *i.e.* written or oral words. A great deal of skill and effort is required to formulate a message because a message can enhance or distort effective communication.

(iv) Channel. A channel is the carrier to medium through which a message is carried from the sender to the receiver. Success and failure of communication depends on the selection of right channel.

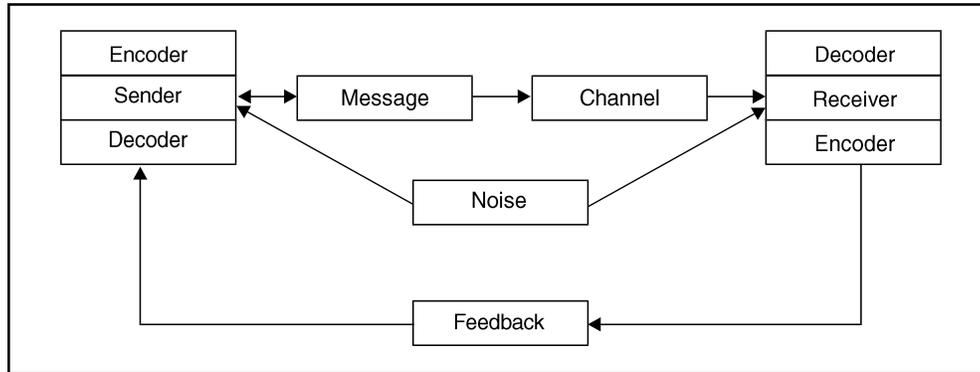
(v) The Receiver. The receiver is the person who take or receive the message at the other hand. He must possess the same orientation as the communicator. The receiver is the most important link in the communication process.

(vi) Decoding. Decoding is the interpretation of the message by the receiver. Receiver tries to find a meaning in the message while decoding.

(vii) Feedback. Feedback is the response or acknowledgement of receiver to the communicator's message. The process of communication is complete only if the receiver responds.

(viii) Noise. Noise or distortion is an interrupt that can creep in at any point of the communication process and make it ineffective.

The process of communication can be better understood with the help of a diagram given below–



Q. 4. Enumerate various kinds of communication.

Ans. All human beings are involved in different types of communications. Some important types of communications are as follows–

(i) Intrapersonal Communication. This type of communication transpires inside a person and this happens all the time. Intrapersonal communication is also known as Auto Communication and it is very much important in contemplating, conceptualizing and formulating our thoughts or ideas before we actually indulge in overt communication.

(ii) Interpersonal Communication. This type of communication takes place between two individuals. It includes both sending or receiving of messages. It is very effective communication situation because one can get immediate feedback. One can also clarify and emphasize many points through expressions, gestures and voice.

(iii) Group Communication. This type of communication is an extension of interpersonal communication because it provides an opportunity for direct interaction among the members of a group. It is very effective as it serves many goals including collective decision-making, self-expression, increasing one’s effect and status and relaxation.

(iv) Mass Communication. It involves interaction with mass audiences. It may be defined as–Any mechanical device that multiplies messages and takes it to a large number of people simultaneously is called mass communication.

Q. 5. Write a short note on ‘Mass Media.’

Ans. Vehicle or carrier of mass communication is known as ‘Mass Media’. Mass Media is broadly divided into print media and electronic media. Newspaper, magazines, books etc are parts of Print Media, whereas Electronic Media include Radio, T.V., Internet etc. The mass media have assumed a significant place in our life. Individually or collectively they serve the needs of various audiences who have specific preferences. Each medium is powerful in its own right in serving people and each has gone through several stages of development due to pressure and competition from newer communication technologies.

Mass Media has seen rapid and major expansion, all over the world, in recent times. It has become a major feature of our daily life. We cannot do without newspaper, T.V., telephone etc in our daily life. The mass media are now not limited to urban population but have made entries into small towns and villages. Their expansion is evident practically in all the countries of the world. The events that take place in the far off Western countries come immediately to our living rooms. In fact, the world has shrunk into a ‘global village’ because people now have mass access to information and thereby have become more informed and educated and are better entertained and less apprehensive about each-other’s way of life that they were a few decades ago. Contrary to above, the vast rural population in the country still does not have access to mass media because of various factors such as low purchasing power, high illiteracy rates, non-availability of electricity and channels.



MODELS OF COMMUNICATION

Q. 1. What do you mean by Model of Communication ?

Ans. Meaning and Definition : A model is an abstracted representation of a reality. A good model is very close to reality and it discusses and explains the reality as clearly as possible. But a model is not a reality, it only represents the reality of communication for better understanding of the communication process.

A model is a pictorial presentation to show the structure of the communication process in which various component elements are linked.

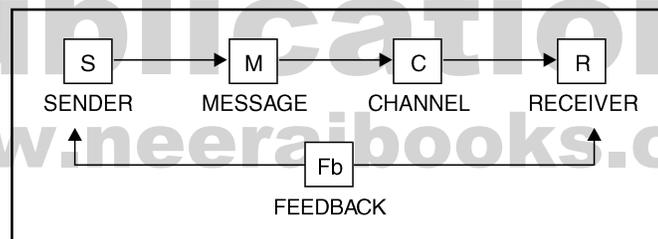
Arrows are used to depict the transmission of message from communicator to receiver.

Models are based on assumptions that theorists make as to how communication functions and what effect it has upon individual and society.

A variety of models exist all of which strive to explain the different components of communication and the role each part plays in the total process.

Process of Communication

The basic process of communication comprises a sender or communicator who has a message that he or she conveys through some means a channel, to a receiver who responds, according to his/her understanding of the message to the sender. This is a simple, but verbal version of communication process, which when explain in pictorial form looks as



At a glance the model not only reveals the various elements of human communication, but also their interdependence and the flow of communication from sender to receiver and back to sender. For instance in a communication process there has to be a sender, whose main intention is to communicate a message, what to convey is his/her thinking process, how to communicate the message is her/his choice of right means or channel and whom to convey the message is his/her job to decide. The sender also needs to know the receiver's response to the message, whether or not it is being received as intended only then the sender can proceed further with the next act of communication and in this way it goes on and on. In this interaction process, there is an interdependence of relationship among the various variables of human communication.

Q. 2. Give a brief description of development of communication models.

Ans. For the past several decades philosophers of different fields have been trying to describe the communication process through various models. Some models are simple and others are complex deriving from the scholar's expression in their respective fields of knowledge. So the models of communication have developed from simple ones to more complex ones.