

Subject : Mass Communication (Mr. Praful P. Bhosale)

Class : SYBA

Semester : III

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### Unit 1 : Nature of Communication

1. Define the word communication with process of communication.
2. Explain the verbal and non-verbal communication.
3. List the different barriers to communication.
4. Write a detailed note on types of communication.
5. Short Note
  1. Element of Communication

### Unit 2 : Nature of Mass Communication

1. Mention the functions of mass communication.
2. Explain the channels of mass communication.
3. Write a note on features of mass communication
4. Write a detailed note on mass audience
5. Short Note
  1. Process of mass communication

### Unit 3 : Mass Media in India

1. Describe the history of mass media in India
2. Explain the technological advancement in mass media
3. Write a note on the users of mass media
4. Write a critical note on mass media and governance
5. Short Note
  1. Mass media and ownership

### Unit 4 : Media Types and Presentation Formats

1. Explain the major types of newspapers and magazines
2. Write a note on major formats of radio programmes
3. Describes the major types of films
4. Discuss the major formats of TV programmes
5. Short Note
  1. Networking sites