

MASS COMMUNICATION

जनसंचार

(335)

Time : 3 Hours]

[Maximum Marks : 80

समय : 3 घण्टे]

[पूर्णांक : 80

- Note :** (i) All questions in Section 'A' are compulsory.
(ii) From Section 'B' attempt questions of only one option of your choice.
(iii) Marks for each question is indicated against it.

- निर्देश :** (i) खण्ड 'अ' में दिए गए सभी प्रश्न अनिवार्य हैं।
(ii) खण्ड 'ब' में दिए गए अपनी पसंद के सिर्फ एक विकल्प में से प्रश्नों के उत्तर दें।
(iii) प्रत्येक प्रश्न के अंक उसके सामने दिए गए हैं।

SECTION - A

खण्ड - अ

1. What is reporting? [1]
रिपोर्टिंग क्या होती है?
2. Define advertising. [1]
विज्ञापन की परिभाषा दीजिए।
3. What is Mass Communication? [1]
जन संचार क्या है?
4. Give any two reasons for the importance of regional language newspapers in India. [2]
भारत में क्षेत्रीय भाषा के समाचारपत्रों के महत्व के किन्हीं दो कारणों का उल्लेख कीजिए।
5. Write any two formats of television programmes. [2]
टेलीविजन कार्यक्रमों के किन्हीं दो फॉर्मेट के बारे में लिखिए।
6. Mention any two advantages of a radio. [2]
रेडियो के किन्हीं दो श्रेष्ठताओं का उल्लेख कीजिए।

Mass Communication Papers Question

Roman Wölfel



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Table of Contents Mass Communication Papers Question

1. Understanding the eBook Mass Communication Papers Question
 - The Rise of Digital Reading Mass Communication Papers Question
 - Advantages of eBooks Over Traditional Books
2. Identifying Mass Communication Papers Question
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Mass Communication Papers Question
 - User-Friendly Interface
4. Exploring eBook Recommendations from Mass Communication Papers Question
 - Personalized Recommendations
 - Mass Communication Papers Question User Reviews and Ratings
 - Mass Communication Papers Question and Bestseller Lists
5. Accessing Mass Communication Papers Question Free and Paid eBooks
 - Mass Communication Papers Question Public Domain eBooks
 - Mass Communication Papers Question eBook Subscription Services
 - Mass Communication Papers Question Budget-Friendly Options

6. Navigating Mass Communication Papers Question eBook Formats
 - ePub, PDF, MOBI, and More
 - Mass Communication Papers Question Compatibility with Devices
 - Mass Communication Papers Question Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Mass Communication Papers Question
 - Highlighting and Note-Taking Mass Communication Papers Question
 - Interactive Elements Mass Communication Papers Question
8. Staying Engaged with Mass Communication Papers Question
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Mass Communication Papers Question
9. Balancing eBooks and Physical Books Mass Communication Papers Question
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Mass Communication Papers Question
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Mass Communication Papers Question
 - Setting Reading Goals Mass Communication Papers Question
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Mass Communication Papers Question
 - Fact-Checking eBook Content of Mass Communication Papers Question
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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