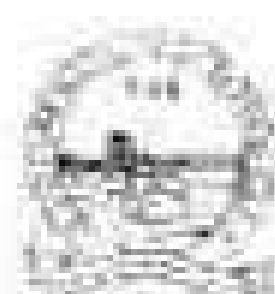




SCAN ME



**VIT**

Vellore Institute of Technology

**Continuous Assessment Test -I**  
**Winter Semester -January- 2020**  
**B.Tech**

Course Code : HUM1043

Duration : 90 Minutes.

Course Name : Mass Media and Society

Max. Marks : 50

Faculty-In-Charge: Prof A.Kubendran

Slot : B2

*Answer All the questions (5X10=50)*

1. Why communication is important to professionals? Discuss.
2. Describe the Lasswell's model of communication with recent examples.
3. Critically analyze the Diffusion of innovation theory of communication.
4. Comment on the relevance of radio today.
5. Discuss the positive and the negative aspects of cinema in the contemporary society.