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19 (COMT/CTR)

[17-HDGKACRM-M1]

PGDMC/MMC 1st Semester Exam., 2017

COMMUNICATION THEORY

(PGDMC/MMC 02)

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each within *50* words) : 2×5=10

(a) Who proposed the 'mathematical model of communication' and when?

(b) What elements are required to complete a communication process, according to Shannon and Weaver's model?

(c) Name the component introduced for the first time in MacLean's model of communication process.

(d) How many normative theories are there and who propounded them?

(e) Explain the meaning of 'spiral of silence'.

(f) Which theory gives more importance to consumer rather than the actual message?

2. Answer any *three* from the following questions (each within *150* words) : 4×3=12

(a) Discuss Schramm's circular model.

(b) Why is Gerbner's model significant?

(c) What is 'noise'? Explain the different types of 'noise'.

(d) Discuss the social learning theory.

3. Answer any *three* from the following questions (each within *250* words) : 6×3=18

(a) What is a 'model'? Write few of its advantages and limitations.

(b) Explain the two-step flow model of communication with suitable examples.

(c) Discuss Newcomb's model with suitable diagrams.

(d) Discuss the meaning of 'diffusion of innovations'. What is the role of opinion leaders in this model?

4. Answer any *four* from the following questions (each within *500* words) : 10×4=40

(a) Discuss Aristotle's model of communication. Explain its relevance in the present communication system.

(b) Write short notes on the following :

(i) Cultivation theory

(ii) Uses and gratification theory

(c) Which theory/theories will be effective in a democratic country? Justify your answer.

(d) What do you mean by gatekeeping? What is its importance in the context of mass communication?

(e) Discuss the dependency theory in detail.

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