19 (CCMT)

[18-HRGPKAC-M1S]

PGDMC/MMC 1st Semester Exam., 2018

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) What are the 'seven traditions' of communication theory as suggested by Robert Craig?

(b) What is the importance of a model in the field of communication?

(c) How did Aristotle deconstruct the communication process?

(d) What are the different types of noise?

(e) What are the different stages in the diffusion of innovation process as given by E. M. Rogers?

(f) Who for the first time coined the term 'gatekeeping' ? What does it refer to?

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

(a) What are the different types of communication models as given by Hanneman and McEwen?

(b) What are the basic elements in a communication process? Explain them briefly.

(c) What was the contribution of Wilbur Schramm to the field of communication studies?

(d) Name some of the important features of Lasswell's model.

(Turn Over)

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

(a) Who developed the two-step flow model? What does this model signify?

(b) Discuss the strengths and weaknesses of Westley and MacLean's conceptual model.

(c) "Gerbner's model is an extention of Lasswell's model." Discuss.

(d) Which theory says that 'mass media audiences are passive receivers' ? Discuss briefly.

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

(a) What are some of the common reasons for using media as stated by Denis McQuail? Explain them in the context of the uses and gratifications theory.

(b) Which theory/theories will be effective in a democratic country like India? Justify your answer with the help of examples.

(c) Write short notes on the following :

(i) Cognitive dissonance theory

(ii) Agenda setting theory

(d) Social learning theory is often said to be an important communication effect theory. Explain its significance in the society.

(e) What are the differences between authoritarian theory and libertarian theory?

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