[23-HKPD1SNP - 24M]

MA 1st Semester (NEP) Examination, 2023 (W)

Mass. Comm. (DSC)

(Communication Theory)

[JMC , S1 - 02]

Full Marks : 70

Time : 3 hours

The figures in the right-hand margin indicate marks.

1. Answer any *five* from the following questions (each in around 400 words): $10 \times 5 = 50$

(*a*) Examine the relevance of Aristotle's model of communication in the present day context. Give suitable examples.

(*b*) Analyze the role of opinion leaders in reference to the Diffusion of Innovations Model.

(*c*) Describe the meaning and relevance of 'gatekeeping' in the communication process, as discussed in the Gatekeeping Model.

(*d*) Critically discuss the Learner's Model of Development.

(*e*) What are the different components of an interactive model ?

(*f*) Evaluate the role of media in creating, mobilizing and guiding public opinion. Cite some relevant examples from recent times.

(*g*) Critically analyze the Dependency Theory with examples from around the globe.

(*h*) Examine the importance of political participation in democratic politics. What role should the media play in this regard ?

2. Answer any *four* from the following questions (each in around 200 words): $5 \times 4 = 20$

(*a*) What is the importance of a communication model to understand the communication system ?

(*b*) Write a note on the Helical model of communication.

(*c*) What does the Newcomb's model suggest regarding a communication process ?

(*d*) Critically examine the elements in the study of international communication.

(*e*) Write a note on the factors that helped in the success of the NWICO.

(*f*) Which science communication model is applicable in a country like India ? Give your opinion.