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1178 (PDCCT)

[24-HKPD1SN- 24J (M2)]

MA 1st Semester (NEP) Exam. 2024 (S2)

MASS COMMUNICATION

(*Communication Theory*)

[PG 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*) Do you think that Laswell's Model is still relevant ? Justify your answer.

(*b*) What are the seven significant elements of the communication process, according to Shannon and Weaver's Model ?

(*c*) Critically analyse the Roger's Diffusion model.

(*d*) What are the three elements that are taken into consideration in the study of international communication ? Explain them.

(*e*) Why was NWICO founded ? What are the factors for its success ?

(*f*) Describe the reason behind the rise of research in communication management.

(*g*) The uses and Gratification theory gives more importance to the consumer or the audience – Give your opinion.

(*h*) How can the media affect the society, as per the Social Learning theory ?

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

(*a*) Explain the concept of 'Rhetoric' in the context of Aristotle's model.

(*b*) Discuss how information travel in two stages, as mentioned in Katz and Lazarsfeld's two step flow model.

(*c*) What does the Public Participation Model suggest ?

(*d*) Explain the concept of 'Sadharanikaran', a theory of communication.

(*e*) What role does mass media play in mobilizing and guiding public opinion ? Explain with examples.

(*f*) Describe the ontological framework to explain communication theory.