19 (COM)

[19-HBPGKOW–M1S(O) 20M]

PGDMC/MA-JMC/MMC (Back) 1st Semester (Old) Exam., 2019 (W)

MASS COMMUNICATION

[PGDMC/MMC–02]

(Communication Theories)

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 in around *50* words) : 2×5=10

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

(b) What does the 'sawtooth' model signify?

(c) Why is the SMCR model said to be an extension of SMR model?

(d) What is the difference between physical and semantic noise?

(e) Who are known as the opinion leaders?

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

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

(a) What was the contribution of Wilbur Schramm in the field of communication studies?

(b) Do you think media provide information as well as influence opinion and judgement? Explain your answer in the content of diffusion of innovation theory.

(c) Which model says that communication has no clear observable beginning and an end? Why does it say so?

(d) What are the various principles of the cultivation theory?

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

(a) What are the basic elements of Shannon and Weaver's model? Discuss.

(b) What are the strengths and weaknesses of the Uses and Gratification Theory?

(c) Is the Hypodermic Needle Theory applicable in the present-day context? Give reasons in support of your answer.

(d) "People learn new behaviour through overt reinforcement or punishment or via observational learning." Discuss.

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

(a) Explain the 'spiral of silence theory' with the help of a diagram.

(b) Describe the basic characteristics of the democratic participation theory. Will the theory be effective in a democratic country like India? Give examples.

(c) What does the Sadharanikaran model advocate? What are the basic elements of this model?

(d) Who proposed the dependency theory? Discuss the theory with the help of an appropriate diagram.

(e) Explain the relevance of Aristotle's model of communication in the present communication system.

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