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19 NM (CTR)

[22-HKPD1SN-23A]

MA-JMC 1st Semester (New) Exam. 2022 (W)

JOURNALISM AND MASS COMMUNICATION

(*Communication Theories*)

[MAJMC/PGJMC S1-02]

Full Marks : 70

Time : 3 hours

The figures in the right-hand margin indicate marks.

1. Answer any *five* of the following questions (each in around 50 words) : $2 \times 5 = 10$

(*a*) What are the components of Linear Communication Model ?

(*b*) Mention the elements of a communication process with the help of a diagram.

(*c*) What are the different types of noise ?

(*d*) What are the advantages of a model ?

(*e*) Who coined the term 'gatekeeping' ? What does it mean ?

(*f*) What are the principles of Liberterian Theory ?

2. Answer any *four* from the following questions (each in around 120 words) : $3 \times 4 = 12$

(*a*) Explain the various principles of the Authoritarian Theory. Why is it criticised ?

(*b*) What is the importance of gatekeeping in Mass Communication.

(*c*) Analyze the role of mass media in modernization.

(*d*) Explain the major characteristics of the Diffusion model.

(*e*) What is the meaning of International communication ?

3. Answer any *four* from the following questions (each in around 250 words) : $6 \times 4 = 24$

(*a*) What does NWICO stand for ? How did it come into being ?

(*b*) Explain the communication management models with the help of diagrams.

(*c*) How does mass media help in dissemination of science based knowledge among the masses ?

(*d*) Explain the differences between deficit model and public participation model.

(*e*) Describe the evolution of communication theories and models with reference to Aristotle.

4. Answer any *three* from the following questions (each in around 300 words) : $8 \times 3 = 24$

(*a*) What is the meaning of transactional model and what are its advantages ?

(*b*) Explain the diffusion of Innovations model in detail.

(*c*) How does mass media help in creating mobilizing and guiding public opinion in a country like India. Give examples.

(*d*) Analyze the Lerner's model of Development.