No. of Printed Pages—2

19/19N (COMT)

[21 HRKP1S(O/N)-22A]

PGDMC 1st Semester Exam., 2021 (W)

MASS COMMUNICATION

(Communication Theories)

[PGDMC 02]

Full Marks : 70/80

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) Mention the elements of a communication process.

(b) What are the two types of noise as introduced in the Shannon and Weaver model?

(c) What are the strengths of the Westley and MacLean conceptual model?

(d) Who is Theodore M. Newcomb?

(e) What does Hypodermic Bullet Theory say about the audience?

(f) What are the three perspectives on which spairel of silence theory based on?

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

(a) Explain the Aristotle's model of communication.

(b) What is the importance of gatekeeping in mass communication?

(c) Write a note on the cognitive dissonance theory.

(d) Media has a powerful influence on people's lives. Discuss in light of the social learning theory.

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

(a) Explain the diffusion of innovations model in detail.

(b) Critically discuss the two-step flow model.

(c) Who proposed the dance model? What does it emphasize?

(d) Is the agenda setting theory applicable in the present-day context? Why?

Learners admitted in 2020 and 2021 batch need to answer only 3 sub-questions of Q. No. 4. All other learners will have to answer 4 sub-questions of Q. No. 4

4. Answer any *four* from the following questions (each in around *500* words) : $\frac{10\times3=30}{10\times4=40}$

(a) What is a model? Discuss the advantages and limitations of models.

(b) Describe the circular model of communication with the help of a diagram.

(c) Gerbner's model is an expansion of Lasswell's model. Explain.

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

(e) Do you believe that media play a role in bringing social change? Give your opinion citing the communication effects theories.

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