No. of Printed Pages—2

19/19 N (CTR/COMT)

[22-HKPD1SN-23A]

DMC/PGDMC 1st Semester (New) Exam. 2022 (W)

MASS COMMUNICATION

(*Communication Theories*)

[PGDMC/PGJMC S1-02]

Full Marks : 70/80

Time : 3 hours

The figures in the right-hand margin indicate marks.

[Learners admitted in and after 2020 need to answer only Q.No. 1 to Q.No. 4 (total 70 marks)]

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

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

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

(*c*) What is the meaning of semantic noise ?

(*d*) Who are known as opinion leaders ? Give examples.

(*e*) Who is Theodore M. Newcomb ?

(*f*) Who introduced the 'spiral of silence' and why ?

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

(*a*) Describe the elements mentioned in the Sadharanikaran Model ?

(*b*) Write a note on the Balance Theory.

(*c*) What does the Dance Model say about the process of communication ?

(*d*) What do you mean by Two Step Flow ? Explain.

(*e*) Do you think Lasswell's model is still relevant ? Why ?

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

(*a*) Explain the five stages in Diffusion Innovation Process.

(*b*) Analyze the strengths and weaknesses of the Westley's and MacLean's Conceptual Model.

(*c*) Describe the Gerbner's Model of Communication with the help of a diagram.

(*d*) What does the hypodermic needle theory suggest ?

(*e*) Explain the applicability of the Agenda Setting Theory in the present day context.

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

(*a*) Critically examine the uses and Gratification Theory with the help of examples.

(*b*) Analyze the differences between the Authoritarian and Libertarian Theory of Communication.

(*c*) Explain the Democratic Participation Theory in the context of India.

(*d*) Examine the Aristotle's contribution towards the field of Communication.

(Q. No. 5 is only for learners admitted before 2020)

5. Answer any *one* of the following questions (in around 350 words) : $10 \times 1 = 10$

(*a*) Describe the Circular Model of Communication with the help of diagram.

(*b*) Analyze the seven significant elements in the communication process, as suggested in the Shannon and Weaver's Model.