No. of Printed Pages—2

19NM (CTR)

[21 HRKP1S(N)–22A]

MA-JMC 1st Semester (New) Exam., 2021 (W)

JOURNALISM AND MASS COMMUNICATION

(Communication Theory)

[PGJMC S1 02]

Full Marks : 70

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 are the different elements of the Sadharanikaran model?

(b) Define international communication.

(c) In which context, lay-expertise model can be utilised?

(d) What is the basic model of communication?

(e) Who are the opinion leaders?

(f) How does media set the agenda for the people?

2. Answer any *four* from the following questions (each in around *100* words) : 3×4=12

(a) What is rhetoric as explained by Aristotle?

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

(c) Write a note on the uses and gratification theory.

(d) What is the meaning of participatory mass communication?

(e) What is the relevance of NWICO in present-day context?

(Turn Over)

3. Answer any *four* from the following questions (each in around *200* words) : 6×4=24

(a) What is the meaning of diffusion of innovation? What is its relevance in the context of communication?

(b) Explain the Newcomb's model with the help of appropriate example.

(c) Media has a powerful influence on people's lives. Discuss in the context of the Social Learning Theory.

(d) Critically discuss the Learner Model of Development.

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

4. Answer any *three* from the following questions (each in around *250* words) : 8×3=24

(a) Analyze the advantages and limitations of communication models.

(b) Explain the interactive communication model with the help of example.

(c) Describe some of the studies conducted on media effects.

(d) What does the dependency theory of communication? Explain.

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