

**MMC/PGDMC 1<sup>ST</sup> SEMESTER EXAMINATION, 2013**

**Subject : Mass Communication**

**Paper - II : Communication Theory**

Time : 3 Hrs

Full Marks : 80

1. Write short notes any four from the following (each within 50 words)  
 $2 \times 5 = 10$
- (a) Verbal communication.
  - (b) Noise & Physical
  - (c) Dance Model
  - (d) Semantics
  - (e) Opinion leader
  - (f) Propaganda
2. Answer the following questions from the following  
(each within 100 words)  $4 \times 3 = 12$
- (a) Name the types of communication model.

- (b) Explain Aristotle's theory of communication.
- (c) Describe the Cultivation Theory.
- (d) Discuss the Development Media Theory.
- (e) Explain the Heider's Balance Theory.

3. Answer any three questions from the following  $6 \times 3 = 18$   
(each within 100 words)

- (a) Trace the relevance of 'Social Learning Theory' in today's world.
- (b) 'Gerbner's model is an expansion of Lasswell's model'. Explain.
- (c) Compare today's media audience as per the Needle Theory.
- (d) Discuss the relevance of 'Gatekeeping' with special reference to social media.
- (e) Explain the Circular Model of Wilbur Schramm.

4. Answer any four questions from the following  $10 \times 4 = 40$   
(each within 400 words)

- (a) How rational are communication models in today's world? Explain with examples.
- (b) Do you think the communication process hardly follows any given model? Explain.
- (c) 'Communication barriers are more psychological than practical' What is your view on this and why?

- (d) Explain the Westley and Maclean's conceptual model.
- (e) Discuss the pros and cons of the Shannon and Weaver model in effective communication.

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