

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY
MMC/PGDMC 1st Sem. Examination, 2014
 Paper - 02
 Communication Theory

Time : 3 Hrs.

Full Marks : 80

1. Answer any five from the following questions 2×5 = 10
 - (a) Why is Circular Model known as Osgood - Schramm model?
 - (b) Why is the SMCR model said to be an extension of SMR model?
 - (c) Why is Propaganda said to be a one-way form of communication?
 - (d) Who carried out the original diffusion research in the early part of 1903?
 - (e) In Diffusion of Innovation Model, what are the four stages of innovation as stated by E. M. Rogers?
 - (f) What is Cognitive Dissonance?
 - (g) Who proposed the Social Responsibility Theory?
2. Answer any three from the following questions 4×3 = 12
 - (a) Discuss the different types of communication models.
 - (b) What are the basic elements in a communication process? Explain with the help of a diagram.
 - (c) What are the different types of noise as has been stated in the Shannon and Weaver Model?
 - (d) Which theory says that mass media audiences are passive receivers? Is this theory applicable in the present era? Discuss.
 - (e) State the various principles of the Cultivation Theory.
3. Answer any three from the following questions 6×3 = 18
 - (a) What is a model? What are the advantages and limitation of a model?
 - (b) What are the main features of Aristotle's model of communication?
 - (c) Critically examine the two-step flow model of communication with the help of a diagram.
 - (d) Who first coined the term 'gatekeeping'. Discuss the relevance of gatekeeping with special reference to print media.
 - (e) Analyse the Libertarian Theory of Communication. Is this theory applicable in a country like India? Justify your answer with proper examples.
4. Answer any four from the following questions 10×4 = 40
 - (a) Does media have a deep impact on the lives of the people? Explain it in the context of Social Learning Theory.
 - (b) Most of the media follow Agenda Setting Theory during election time - do you agree? Explain.
 - (c) Give an overview on the evolution of communication theories and models.
 - (d) 'Communication barriers are more psychological than practical' – What is your view on this and why?
 - (e) Explain the theory given by Sandra Ball-Rokeach and Melvin Defleur.
 - (f) How rational are communication models in today's world? Explain with examples.

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