

12/12/16



**DOON UNIVERSITY, DEHRADUN**

**Final semester Examination, 2016**

**School of Communication**

**5 years Integrated MA Communication 1<sup>st</sup> sem**

**Course: COMM 102 Introduction to communication**

*Time Allowed: 3 Hours*

*Maximum Marks: 50*

**SECTION- A ( Very Short Answer Type Questions) Attempt any FIVE Questions. 3x5=15Marks**

**(75-100 words)**

- Q. 1 What is the difference between a 'Theory' and a 'Model'?
- Q.2 What do you understand by ' the capability of audience'? Explain.
- Q.3 Illustrate the Osgood Model of communication.
- Q.4 What is the meaning of term 'Communism'?
- Q.5 Explain the relevance of source in mass communication?
- Q.6 Write short note on any one.
  - a. Media Surveillance
  - b. social media

**SECTION : B ( Short Answer Type Questions) Attempt any four. (200-250)**

**5x4=20 Marks**

- Q.1 Explain the relationship of a communicator and its social environment with the help of Newcomb's Model
- Q.2 What is the role of internet in our lives?
- Q.3 How do the various body gestures communicate different meanings?
- Q.4 How can the mass media contribute to social change?
- Q.5 Explain the Democratic participant theory of Media.

**SECTION : C ( Long Answer Type Questions) Attempt any ONE Question. (500-700 words)**

**(Marks: 15x1=15)**

- Q.1 Explain the process of mass communication with the help of the Westley and MacLean's model of communication.
- Q.2 Discuss the relation between the Mass Media and modern society. Give suitable example in support of your Answer.