



DOON UNIVERSITY, DEHRADUN

Final semester Examination, 2016

School of Communication

2 years/5yrs Int. MA Communication 1st sem / 7th sem

Course: COMM 500 Principles of communication

Time Allowed: 3 Hours

Maximum Marks: 50

SECTION- A

(Very Short Answer Type Questions) Attempt any FIVE Questions.

3x5= 15 Marks

- Q.1 Define the terms 'Theory' and 'Model' separately.
 Q.2 What do you understand by the term 'Cultivation analysis'?
 Q.3 'Globalization is the need of present time'. Explain.
 Q.4 What do you understand by the term 'Behaviorism'?
 Q.5 Why is the media considered to be the fourth pillar of democracy?
 Q.6 'Self Image' is a barrier to communication. Comment.

SECTION-B

(Short Answer Type Questions) Attempt any FOUR questions.

4X5= 20 Marks

- Q.1 Illustrate the Dance's Model of Communication. Also, write down the drawbacks of Dance's model.
 Q.2 Explain the 'Cognitive Dissonance' theory of communication.
 Q.3 Write down the effects of media on children's Socialization?
 Q.4 "Participatory approach is better applied strategy of development". Explain with suitable example.
 Q.5 Critically examine the role of people in the process of 'diffusion of information'?
 Q.6 Explain the Shannon and Weaver's model of communication.

SECTION C-

(Long Answer Type Questions) Attempt any ONE Question.

15X1= 15 Marks

- Q.1 Describe how the political advertising helps media as an agent for setting an agenda into the minds of the people. Give answer with suitable recent examples. Also, explain the relationship of agenda setting role of the media and Noelle- Neumann's 'Spiral of Silence' within society.
 Q.2 Describe the process of mass communication with the help of the Westley and MacLean's model. Consider the effect of 'Demonetization' in your city as an external reality.