

24-12-2015



DOON UNIVERSITY, DEHRADUN

School of Communication

End Semester Examination, July- December, 2015

Ph.D. in Communication

First Semester

Course: COMM-652: Communication Theory and Concept.

Time Allowed: 3 Hours

Maximum Marks: 50

Answer all questions

Section- A (3x5= 15 marks)

Write short notes on the following (approx. 200 words each):

1. Gramsci's perspective on culture and communication.
2. Baudrillard -- Simulacra and Simulations.
3. Émile Durkheim's contribution to sociology of mass communication.
4. Encoding-Decoding by Stuart Hall.
5. C.Wright Mills's contribution to mass communication.

Section- B (10x2= 20 marks)

Answer the following questions (approx. 600 words each):

6. What is the 'ritual model' of communication? How is it different from 'transmission model' of communication? Discuss with examples.
7. What do you know about the Indian philosophy of communication? How is it different from Western-model? Discuss with relevant examples.

Section- C (15 marks)

Answer the following question (approx. 800 words):

8. Discuss with relevant examples "communication and culture" in today's globalized world. Where do you find India in this discourse? Elaborate.