

18-12-2015



**DOON UNIVERSITY, DEHRADUN**

**Final semester Examination, 2015**

**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 Define the term Social media.
- Q.2 Discuss the relevance of magazines in your life.
- Q.3 What do you understand by the term 'Model'?
- Q.4 What is the meaning of term 'Democratization'?
- Q.5 Explain the term 'Normative theory'.
- Q.6 Write short note on any one.
  - a. Self Image
  - b. Citizen Journalism

**SECTION : B ( Short Answer Type Questions) Attempt any four. (200-250) 5x4=20 Marks**

- Q.1 Explain the Osgood Model of communication.
- Q.2 What is the role of a book in our lives?
- Q.3 How do the various colors symbolize different meanings?
- Q.4 What were the drawbacks of Shannon and Weaver model of communication?
- Q.5 Explain the authoritarian 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 democracy. Give suitable example in support of your Answer.