



14-12-2015

DOON UNIVERSITY, DEHRADUN
End Semester Examination, First Semester, 2015
School of Communication

M.A. Communication
Course: COMM: 500 – Principles of Communication

Time: 3 Hours

Maximum Marks: 50

SECTION:

Attempt any three questions. Each question carries 5 marks. A (200-250 words each)

(Marks: 5X3=15)

1. Shannon-Weaver model of communication is more effective in person-to-person communication than mass audience. Comment.
2. A convenient way to describe an act of communication is to answer five Ws. Explain.
3. What are folk and traditional media.
4. Discuss cultivation theory and social learning theory.
5. Write a note on various types of communication.

SECTION: B

(Attempt any two questions. Each question carries 10 marks. (300-500 words each)

(Marks: 10X2=20)

1. Write a detailed note on war for news in the television newsrooms.
2. Discuss the following theories. (A) Individual differences, (B) Agenda Setting, (C) Cognitive Dissonance.
3. Write a note technological determinism with particular reference to McLuhan.

SECTION: C

Attempt only one question. The question carries 12 marks. (600 words minimum)

(Marks: 15X1=15)

1. Write a detailed note on evolution of mass media with a particular reference to India.
2. Normative theories focus more on the relationship between the press and the government than between the press and readers. Explain.