



5/12/2012

DOON UNIVERSITY, DEHRADUN
Semester Final Examination, First Semester, 2012
School of Communication

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

Time Allowed: 3 Hours

Maximum Marks: 50

1. It is said that most of the theories of mass communication essentially relate mass communication/mass media with society. Do you agree? While elaborating different theories of mass communication discuss it with relevant examples.

15 Marks

2. Discuss the process of communication. What are the dynamic players in the whole process? Elaborate with relevant example.

10 Marks

3. Discuss the role and relevance of mass media in today's mass society. Also elaborate upon the chief characteristics of each mass medium.

10 Marks

4. Write short notes on the following (300 words each):

a) Traditional folk media.

b) Opinion Leaders.

c) Models of communication

5 x 3 = 15 Marks