



DOON UNIVERSITY, DEHRADUN
School of Communication

Mid Semester Examination, July- December, 2014

Ph.D. in Communication

First Semester

Course: COMM-652: Communication Theory and Concept.

Time Allowed: 2 Hours

Maximum Marks: 30

Answer all questions

1. Discuss with relevant examples a few significant communication theories which define, analyze and interpret the relationship between mass media and society.

10 Marks

2. Write a reflective essay on political economy of communication citing relevant examples from our country.

08 Marks

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

i) Base-Super structure.

ii) Digital India.

iii) Global village.

iv) Stages of research.

03x04=12 Marks