

16/12/2015



DOON UNIVERSITY, DEHRADUN

Final semester Examination, 2015

School of Communication

5 years Integrated MA Communication 5th sem

Course: COMM 303 Theories and Models of communication

Time Allowed: 3 Hours

Maximum Marks: 50

Note: Attempt All Questions from Sections A,B,C.

SECTION : A (Very Short Answer Type Questions) Attempt any FIVE Questions.

(Marks:5x3=15)

1. Write a short note on Globalisation.
2. What do you understand by the term 'magic multipliers'?
3. What is Selective Exposure?
4. Explain the terms 'super structure' and 'base'.
5. Write brief notes on persuasion and propaganda.
6. Define the term 'Critical theory' of Communication.
7. Illustrate the Osgood model of communication.

SECTION : B (Short Answer Type Questions) Attempt any four.

(Marks: 5X 4=20)

1. How do advertisers and marketing people look at 'media audiences'?
2. Explain Noell- Newmann's Spiral of silence model.
3. Write a short note on women and media.
4. Explain Mc Luhan's concept of 'Extension of man'.
5. Discuss the Uses and Gratification theory of Communication.

SECTION : C (Long Answer Type Questions) Attempt any ONE Question.

(Marks: 15x1=15)

1. Explain the process of mass communication with the help of the George Gerbener's model of communication. Consider a speech of a political leader in your city as the external reality.
2. What role media play in Indian Politics? Do you think they influence voting patterns in any significant manner? Give suitable recent examples.