

12/12/2017



DOON UNIVERSITY, DEHRADUN
Final-semester Examination, 2017
School of Media and Communication Studies
5 years Integrated MA Communication 1st sem
Course: COMM 102 Introduction to communication

Time Allowed: 3 Hours

Maximum Marks: 50

SECTION- A

3x5=15 Marks

(Very Short Answer Type Questions) Attempt any FIVE Questions. (75-100 words)

Q. 1 Define the term 'Media effect'.

Q.2 What is the difference between a 'Theory' and a 'Model'?

Q.3. Explain the relevance of 'Gatekeeping' in mass communication?

Q.4 What is the meaning of term 'Modern society'?

Q.5 Illustrate the Lasswell's Model of communication.

Q.6 Write short note on any ONE.

a. Watch Dog

b. Blogging

SECTION : B

5x4=20 Marks

(Short Answer Type Questions) Attempt any FOUR. (200-250 words)

Q.1 How can the mass media contribute to social development?

Q.2 How does advertising effect people? Give answer with suitable example.

Q.3 Explain the importance of a book in our lives?

Q.4 "Communication is a circular process". Justify the statement with the help of Osgood- Schramm model of communication.

Q.5 Discuss the Authoritarian theory of media.

SECTION : C

15x1=15 Marks

(Long Answer Type Questions) Attempt any ONE Question. (500-700 words)

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.