



11-12-17

DOON UNIVERSITY, DEHRADUN
Final Semester Examination, Fifth Semester, 2017
School of Media & Communication Studies

5 Years Integrated M.A Media & Communication Studies
Course: COMM 303 Theories and Models of Communication

Time Allowed: 3Hours

Maximum Marks: 50

SECTION: A (Short Answer Type Questions to be answered in about 250 words.
Attempt any six questions. (Marks:5X6=30)

1. What do you understand by spiral of silence?
2. What is the difference between news and propaganda?
3. What is the role of media gate keepers?
4. Define diffusion of innovation and its utility?
5. Discuss Schramm's model with diagram?
6. Explain Gerbner's Model with diagram?
7. Describe the Lasswell's model?
8. Discuss the methods of establishing truth other than the scientific methods?

SECTION: B (Long Answer Type Questions to be answered in about 750 words.
Attempt any two questions. (Marks:10X2=20)

1. Describe the post truth phenomenon and its global dimensions.
2. Discuss four theories of press with suitable examples.
3. Explain uses and gratification theory. Which are the possible uses and gratifications obtained from mass media do you find most useful? Why?