

19-12-2017



DOON UNIVERSITY, DEHRADUN
Final-Semester Examination, 2017
School of Media and Communication Studies
2 years/5yrs Int. MA Communication 1st sem / 7th sem
Course: COMM 500 Principles of communication

Time Allowed: 3 Hours

Maximum Marks: 50

SECTION- A

(Very Short Answer Type Questions) Attempt any FIVE Questions.

3x5= 15 Marks

- Q.1 Define the terms 'opinion leader' and 'individualism' separately.
- Q.2 What do you understand by the term 'Dominant image patterns'?
- Q.3 Illustrate the Lasswell model of communication.
- Q.4 What do you understand by the term 'Mean world syndrome'?
- Q.5 "Folk Media is a best example of an interactive media". Comment.
- Q.6 'Defensiveness and fear' is a barrier to communication. Comment.

SECTION-B

(Short Answer Type Questions) Attempt any FOUR questions.

4X5= 20 Marks

- Q.1 Illustrate the Shannon and Weaver's model of Communication. Also, write down its drawbacks.
- Q.2 Explain the 'Personal influence theory' of mass communication.
- Q.3 Write down the role of media in defining the 'gender role' in the society?
- Q.4 Write down the various postulates of Development media theory. Also give suitable examples.
- Q.5 Write down the various ways of socialization and transmission of culture provided by the media?
- Q.6 Explain the Schramm and Osgood model of communication.

SECTION C-

(Long Answer Type Questions) Attempt any ONE Question.

15X1= 15 Marks

- Q.1 "The impact of the media messages is different for every individual." Explain the statement. Also, consider an ad of a 'fairness cream' as a message and identify its effects on the audiences by using the individual difference theory of communication.
- Q.2 Describe the process of mass communication with the help of the George Gerbner's model. Consider the implementation and effects of 'Swaccha Bharat Mission' in your city as an external reality.