

27-5-13



**DOON UNIVERSITY, DEHRADUN**  
**Semester Final Examination, Second Semester, 2013**  
**School of Communication**

**M.A. Communication**  
**Course: COMM-501(Theories and Models of Mass Communication)**

**Time Allowed: 3 Hours**

**Maximum Marks: 50**

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

**SECTION A ( Very Short Answer Type Questions to be answered in about 50-60 words )**

**(20 marks )**

1. Political Economy theory
2. Long Tail theory
3. Mobile Media
4. Nirbhaya Case
5. Sarabjit Singh
6. Social Responsibility theory

**Write in brief about (Attempt any 5):**

**SECTION B ( Short Answer Type Questions to be answered in about 400-500 words. )**

**Attempt any 2**

**(15 Marks)**

1. Discuss the Contemporary Models of Mass Communication as explained by Denis Mcquail? Give suitable examples.
2. What are the main functions of Mass Communication for society? Describe with examples?

**SECTION C: ( Long Answer type Questions to be answered in 600-700 words)**

**15 marks**

**Attempt any one**

1. Write an essay on the role of Social Media in today's world?
2. What are the emerging trends that characterize modern mass media? Do you think these trends are positive or negative developments?