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**DOON UNIVERSITY, DEHRADUN**  
**Final semester Examination, 2016**  
**School of Communication**  
**5 years Integrated MA Communication 2<sup>nd</sup> sem**  
**Course: COMM 151 Mass Communication: Concepts and Process**

*Time Allowed: 3 Hours*

*Maximum Marks: 50*

**SECTION- A**

**15 Marks**

**(Very Short answer type). All questions are compulsory.**

Q.1 What is the influence of 'Opinion leaders' in making public opinion?

**3 Marks**

Q.2 What do you understand by the Social learning theory?

**3 Marks**

Q.3 Write short notes on- (Any THREE)

**3X3= 9 Marks**

- a. Media Literacy
- b. Blogging
- c. Muckrakers & Paparazzi
- d. Public Relation
- e. Advertising

**SECTION- B**

**Answer any FOUR questions. (Short answer type)**

**5x4=20 Marks**

Q.1 Explain the 'Individual differences theory' of communication.

Q.2 Throw a light on the portrayal of 'Women' in Media.

Q.3 How do Advertisers and Marketing people look at 'Media audiences'?

Q.4 Write a critical note on Media and Politics.

Q.5 What is the role of mass communication in the development of a country?

**SECTION- C**

**Answer any ONE. Long answer type questions.**

**15X1= 15 Marks**

Q.1 Define 'Media Effects'. Explain how do media effect on our lives? Give suitable examples in support of your answer.

Q.2 Explain the 'Agenda Setting Theory' and 'Spiral of Silence Model' of mass communication with suitable examples.