



25/5/2016

**DOON UNIVERSITY, DEHRADUN**  
**School of Communication**

**End Semester Examination, May-June, 2016**  
**2-Years M.A. Communication**  
**Course: Theories and Models of Mass Communication, COMM-501**

*Time: 3Hours*

*Maximum Marks: 50*

**SECTION: A (Short length answers)**

Attempt any three questions. Each question carries 5 marks.

*(Marks: 5X3=15)*

1. Write a brief note on Hutchins Report.
2. Name at least six persons who propounded different normative theories of press.
3. Write a brief note on democratisation theory of press.
4. Explain Harold Lasswell's model of communication through a diagram.
5. What do you understand by technological determinism?

**SECTION: B (Medium length answers)**

(Attempt any two questions. Each question carries 10 marks.)

*(Marks: 10X2=20)*

1. Hermeneutic theory, simply put, is the art of interpreting the text. Explain
2. Normative theories are more concerned about the ownership of the media and who controls the press or media in the country. Discuss
3. "The media in a socialist society should be used as a tool to 'socialize' the people". Discuss with a special reference to Soviet Media Theory.

**SECTION: C (Long Answer)**

Attempt only one question. The question carries 12 marks.

*(Marks: 15X1=15)*

1. Post-Positivists believed that the social world does have more variations than the physical world. Write a critical note on post positivist theory of communication in the context of this statement.
2. Critical Theory must meet three criteria of being explanatory, practical and normative while questioning the status quo and inequalities in society. Comment with a particular reference to Frankfurt School.