PG Even Semester Examination, September, 2023

JOURNALISM & MASS COMMUNICATION

(2nd Semester)

Course No: MJMC-556
(Communication Theories)

FM: 70
Pass Marks : 28
Time: 3 Hours

The figures in the right margin indicate full marks for the question.
Answer any five questions, taking one from each unit.

UNIT-I

1. (a) Elaborate on the different elements of communication. 6

   (b) Explain the regulatory function of interpersonal communication with the help of an appropriate model. 8

Or

2. (a) What is normative theory of mass communication? 7

   (b) Compare and contrast the normative theory with functional theory of mass media. 7

UNIT-II

3. (a) Briefly outline the four eras of communication theory. 7

   (b) Explain the Phenoministic theory of mass communication. 7

Or

4. (a) What is the idea of manufacturing consent? 6

   (b) What are the five filters mentioned in Noam Chomsky's Propaganda model? 8

UNIT-III

5. (a) Explain the theory of ideology and Ideological State Apparatuses. 8

   (b) Cite examples to explain the relevance of this theory. 6

Or

6. (a) Explain the theory— 'spiral of silence'. 8

   (b) Do you think this theory is applicable in social media interactions? Give examples. 6

UNIT-IV

7. (a) What is the cultivation theory of the mass media? 9

   (b) Explain what you mean by the term 'mean-world syndrome'? 5

Or

8. (a) What did Marshall McLuhan contribute to communication theory? 7

   (b) Explain the term 'hegemony'. 7

UNIT-V

9. Write short notes on any two : 7x2=14

   (i) David Berlo's model of communicaton

   (ii) Symbolic intractionism

   (iii) Agenda setting function of mass media

   (iv) Global village

   (v) Public sphere

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