December, 2019
MA(JMC)-I SEMESTER(Reappear exam)
Introduction to Media & Communication (JMC-101-A)

Max. Marks:75

Time: 3 Hours

Instructions:
1. It is compulsory to answer all the questions (1.5 marks each) of Part -A in short.
2. Answer any four questions from Part -B in detail.
3. Different sub-parts of a question are to be attempted adjacent to each other.

PART –A

Q1 (a) What is Para language? (1.5)

(b) Define Semantic Noise. (1.5)

(c) What is encoding? (1.5)

(d) What do you mean by term Kinesics? (1.5)

(e) Write two types of Noise in the process of Communication. (1.5)

(f) Explain the term Communication. (1.5)

(g) Define Field of Experience in context of Schramm's Model. (1.5)

(h) Define the term opinion Leader? (1.5)

(i) What is Group Communication? (1.5)

(j) Explain Inter-personal and Intra-personal Communication. (1.5)

PART –B

Q2 (a) Discuss the various barriers which hamper the smooth flow of communication. (10)

(b) What is effective communication? (5)

Q3 (a) Explain Aristotle's model of communication with the help of examples. (5)

(b) Explain New Comb's Model of Communication and Dance Model through diagrammatic representation. (10)

Q4 Explain any four Normative theories in detail. (15)

Q5 (a) Discuss one step flow theory and two step flow theory. (5)

(b) What is mass communication? What are the main characteristics of mass Communication? (10)

Q6 (a) What is verbal and non verbal communication? (5)

(b) Explain Cognitive Dissonance theory with the help of recent examples. (10)

Q7 Elucidate One step flow theory, two step flow theory and Multi-Step theory in detail. (15)