

Roll No.

Total Pages : 3

442101

December, 2019

M.A. (JMC) 1st Semester,

Media and Communication (JMC-101-19)

Time : 3 Hours]

[Max. Marks : 75

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

1. (a) Define communication. (1.5)
- (b) Define Conciseness. (1.5)
- (c) Define Verbal communication. (1.5)
- (d) What do you mean by barriers in communication. (1.5)
- (e) Define Mass Communication. (1.5)

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- (f) What do you mean by Gate keeping. (1.5)
- (g) Define Semiotics. (1.5)
- (h) Define Channels for Mass Communication. (1.5)
- (i) Define Non verbal communication. (1.5)
- (j) Explain the term Hypodermal. (1.5)

PART-B

- 2. (a) What do you mean by Mass communication?
What are the Role and functions of mass
Communication? (10)
- (b) Explain forms of communication. (5)

- 3. (a) Explain seven C's of communication. Discuss about
the barriers which are involved in communication
process. (10)
- (b) What are Elements of communication Process. Explain
in detail? (5)

- 4. (a) Explain New Comb's Model of communication and
Dance's Model through graphical representation. (10)
- (b) Explain Gerbner's model of communication. (5)

5. (a) "Communication is the basic need for survival and growth of an individual." Comment. (10)
- (b) Explain the concept of Gate keeping in detail with the help of Gate keeping Model. (5)
6. Write short notes on the following : (15)
- (a) Uses and Gratification Theory.
- (b) Development Media Theory.
- (c) Agenda Setting Theory.
7. Discuss following theories in detail: Hypodermal Needle theory, Individual Differences theory, Cognitive Dissonance theory. (15)
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