

[22-FKPD1SN-23A]

MA-JMC 1st Semester (New) Exam. 2022 (W)

JOURNALISM AND MASS COMMUNICATION

(*Communication Theories*)

[MAJMC/PGJMC S1-02]

Full Marks : 70

Time : 3 hours

The figures in the right-hand margin indicate marks.

1. Answer any *five* of the following questions (each in around 50 words): $2 \times 5 = 10$
 - (a) What are the components of Linear Communication Model ?
 - (b) Mention the elements of a communication process with the help of a diagram.
 - (c) What are the different types of noise ?
 - (d) What are the advantages of a model ?
 - (e) Who coined the term 'gatekeeping' ? What does it mean ?
 - (f) What are the principles of Liberatorian Theory ?

2. Answer any *four* from the following questions (each in around 120 words): $3 \times 4 = 12$
 - (a) Explain the various principles of the Authoritarian Theory. Why is it criticised ?
 - (b) What is the importance of gatekeeping in Mass Communication.
 - (c) Analyze the role of mass media in modernization.

(Turn Over)

(2)

(d) Explain the major characteristics of the Diffusion model.

(e) What is the meaning of International communication ?

3. Answer any *four* from the following questions (each in around 250 words) : $6 \times 4 = 24$

(a) What does NWICO stand for ? How did it come into being ?

(b) Explain the communication management models with the help of diagrams.

(c) How does mass media help in dissemination of science based knowledge among the masses ?

(d) Explain the differences between deficit model and public participation model.

(e) Describe the evolution of communication theories and models with reference to Aristotle.

4. Answer any *three* from the following questions (each in around 300 words) : $8 \times 3 = 24$

(a) What is the meaning of transactional model and what are its advantages ?

(b) Explain the diffusion of Innovations model in detail.

(c) How does mass media help in creating mobilizing and guiding public opinion in a country like India. Give examples.

(d) Analyze the Lerner's model of Development.