

PG Odd Semester (CBCS) Exam., December—2016

JOURNALISM AND MASS COMMUNICATION

(1st Semester)

Course No. : JMCCC-102

(Communication Theories)

Full Marks : 70

Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

UNIT—I

1. (a) Define non-verbal communication. Give examples. 7
(b) Discuss the effects of mass communication, citing the theories you are familiar with. 7
- OR**
2. (a) Explain the normative theories of the press. 10
(b) Which theory do you think is suitable for a country like India? 4

UNIT—II

3. (a) Briefly discuss the four main phases of media effects research. 7
(b) “The first generation of communication scholars thought that media had a profound, direct effect on people.” Discuss the Magic Bullet Theory to illustrate the point, citing the ‘War of the Worlds’ experiment. 7

OR

4. (a) “Communication is a selective process.” Discuss. 5
(b) Write the core assumptions of Joseph Klapper’s phenoministic theory. 9

UNIT—III

5. (a) Discuss the contribution of the Frankfurt School as one of the prominent schools of neo-Marxist theory. 6
(b) Describe the term ‘culture industry’ as coined by critical theorists Theodor Adorno and Max Horkheimer. 8

(3)

OR

6. (a) Explain Marshall McLuhan's notion of 'global village'. 7
- (b) In the light of the above concept, describe the implications of pervasive technological advances that allow for instantaneous sharing of culture. 7

UNIT—IV

7. (a) Write the major tenets of cultivation theory. What is mean world syndrome? 4+3=7
- (b) In her theory, 'spiral of silence', Noelle-Neumann writes that public opinions are attitudes or behaviours one must express in public if one is not to isolate oneself. What basic assumptions of her theory are imbedded in this description? 7

OR

8. (a) What is media monopoly? 4
- (b) Herman and Chomsky's propaganda model outlines five filters which may restrict the stories and issues covered by the news media. Discuss, using relevant examples from contemporary media, the way in which each of these five filters operate to shape media output and what the repercussions may be for the audience. 10

(4)

UNIT—V

9. Write short notes on any *two* of the following : 7×2=14
- (a) Berlo's model of communication
- (b) Uses and gratification theory
- (c) Jürgen Habermas's concept of public sphere
- (d) Symbolic interaction
- (e) Cognitive dissonance theory

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