PG Odd Semester Examination, 2022

JOURNALISM & MASS COMMUNICATION
(1st Semester)

Course No.: JMCC-102 (O)
(Communication Theories)

Full Marks: 70
Pass Marks: 28

Time: 3 hours

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

UNIT-I

1. (a) Non verbal behaviours are ambiguous and understood customerily. Describe and identify three normal verbal behaviours customarily accepted where you live, and how these could violate a custom in another part of the country or internationally. 7

    (b) Discuss proxemics as a type of non-verbal communication. Citins, Edward Hall's 4 major proximic zones. 7

2. (a) Write a short notes on the limited effects paradigm. 7

    (b) Write the core assumptions of Joseph Klapper's Phenomenistic theory. 7

UNIT-II

3. (a) Highlight the important contribution of the Brimingham School of cultural studies. 8

(b) What is Stuart Hall's idea of cultural identity.

6

4. (a) Using / citing some of the ideas of feminist criticism, write a aritical essay on the depiction of gender in Bollywood films.

8

(b) Write a short note on the ideas and views of Julia Kristeva on feminism.

6

UNIT-III

5. (a) What do you understand by the term 'ideological state apparantus'.

8

(b) Do you believe that the ideas of Louis Althusser holds true in the present times. Justify your answer with examples.

6

6. (a) What do you mean by the term 'hegemony'?

5

(b) Do you think American hegemony might be manifesting itself in the digital media domain globally? Why or why not? What trends and events both historical and current support your views.

9

UNIT-IV

7. (a) Compare the concepts of 'dyad' and 'triad' in semiotics.

7

(b) What do you understand by symbolic interactionism? Give examples?

7

8. (a) Discuss the theory of 'spiral of silence' highlighting the key assumptions of the theory.

8

(b) Do you think social media can act as sites where this theory of 'spiral of silence' is applicable in the way different groups of people interact online. Explain.

6

UNIT-V

9. Write short note on (any four)   3½x4=14

(a) Cultivation theory

(b) Osgood and Schramm model

(c) Global Village

(d) Culture industry

(e) Agenda Setting theory

(f) Psychoanalytical theory

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