

Roll No.

Total No. of Pages : 01

Total No. of Questions : 10

M.Phil. (Journalism & Mass Communication) (Sem.-1)

COMMUNICATION THEORIES

Subject Code : UC/MPHJMC-103-19

M.Code : 77269

Time : 3 Hrs.

Max. Marks : 100

INSTRUCTIONS TO CANDIDATES :

2. There are FIVE Units : Units-I, II, III, IV & V.
3. Each Unit contains TWO questions carrying TWENTY marks each.
4. Student has to attempt any ONE from each UNIT.

UNIT-I

1. In modern times do you feel that there is any relevance of theories? Illustrate your answer with suitable examples.
2. Discuss the milestones of Mass Communication research.

UNIT-II

3. Explain the Cultural theories of Communication. What is their current status?
4. What do you understand by film theories from the point of view communication? What is their application?

UNIT-III

5. Give your understanding of Limited Effects theory of media. What is their current status?
6. Explain the Information Seeking Paradigm and its significance in the modern context.

UNIT-IV

7. Briefly evaluate the four theories of the Press. Which of these do you think is more relevant in a democratic and capitalistic setup?
8. Trace the evolution of communication models in developing countries.

UNIT-V

9. What do you understand by Technological Determinism? What is the significance of this concept for communication theories?
10. How are social media related to social transformation? Give suitable examples from recent times.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.