

Roll No.

Total No. of Pages : 01

Total No. of Questions : 10

M.Phil (JAMC) (2018 Batch) (Sem.-1)

COMMUNICATION THEORIES

Subject Code : MPHJMC-103

Paper ID : [75621]

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 each, carrying TWENTY marks each.
4. Student has to attempt any ONE question from each UNIT.

UNIT-1

1. Discuss any three important western perspectives in communication.
2. 'Communication is part art, part craft, and part science'. Discuss.

UNIT-II

3. Discuss the impact of culture on communication theory.
4. Discuss one psychological and one sociological theory in communication.

UNIT-III

5. Give your understanding of Limited and Powerful Effects Model in communication.
6. Highlight the contribution of Cultivation Theory.

UNIT-IV

7. Explain in detail the Diffusion of Innovation Model.
8. How has communication model evolved in developing countries?

UNIT-V

9. What are the characteristics and uses of new media?
10. What is meant by Socio-technical paradigm in communication?