

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

M.Code : 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-I

1. What is theory? What is the relationship between theory and research?
2. Explain eastern perspective in Communication theory.

UNIT-II

3. Why is diffusion of innovation theory considered a landmark development?
4. What is cognitive dissonance theory and what are its uses?

UNIT-III

5. What are limited Effect theory in mass communication?
6. What are various issues in Communication?

UNIT-IV

7. Write a critique of four theories of the Press.
8. How have communication models evolved in developing countries?

UNIT-V

9. Illustrate your understanding of Technological Determinism.
10. Enumerate various characteristics of new media.

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.