

Bachelor of Vocation (Journalism & Media) - Ist Sem.

(2118)

Paper-III

Communication: Principles & Practices

Time allowed: 3 hrs.

Max. Marks: 50

Note: Candidate is required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any section. Each question carries 10 marks.

Section A

1. What are the 7C's of communication?
2. Discuss the convergence of media.

Section B

1. Discuss intrapersonal communication.
2. What is verbal and non verbal communication?

Section C

1. Discuss Shannon and weaver model of communication.
2. Discuss Aristotle and Lasswell models.

Section D

1. Discuss the Cultivation theory
2. Describe selective exposure and gratification theories.

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