

Exam. Code : 217801

Subject Code : 4672

M.A. Journalism & Mass Communication

1st Semester

**PAPER-I : INTRODUCTION TO
COMMUNICATION**

Time Allowed—3 Hours] [Maximum Marks—75

Note :— Attempt any **five** questions in all selecting at least **one** from each section. **Fifth** question can be attempted from any section. Each question carries **15** marks.

SECTION—A

1. Discuss various type of communication. 15
2. Discuss various barriers of communication in detail. 15

SECTION—B

3. Explain Shannon and Weaver model in detail. 15
4. Write short notes on :
 - (a) Gatekeeping Model 5
 - (b) Lasswell Modes 5
 - (c) Dance Model 5

SECTION—C

5. Explain Personal Influence theory in detail. 15
6. How Media sets agenda to the public ? Do you think media plays its role unbiasedly ? 7,8

SECTION—D

7. Discuss any 2 Media system theories. 15
8. Discuss communication accommodation Theory in detail and also discuss its importance. 15