

1129

P.G. Diploma in Mass Communication
First Semester
PGDMC-101: Introduction to Communication

Time allowed: 3 Hours

Max. Marks: 100

NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Write short notes on any five in about 75-100 words from each of the following:-

- a) Intrapersonal Communication
- b) Mass Communication
- c) Shannon and Weaver model
- d) Feedback
- e) Bullet Theory
- f) Early Adopters
- g) Digital communication
- h) Osgood and Schramm model
- i) Importance of communication
- j) Four rings of defenses

(5x4)

UNIT – I

- II. What are the functions of communication; as per classical perspective? (20)
- III. Define communication and highlight its importance. (20)

UNIT – II

- IV. Explain the characteristics of mass communication and its importance. (20)
- V. Share in detail the process of communication. (20)

UNIT – III

- VI. Elaborate on the different forms of communication. (20)
- VII. What is the impact of TV on growth and development of India? Cite suitable examples. (20)

UNIT – IV

- VIII. Why is it important to study Diffusion of Innovation Theory? (20)
- IX. Explain in detail the Two Step Flow Theory and its key implications. (20)

x-x-x