

1128

P.G. Diploma in Mass Communication

1st Semester

PGDMC-101: Introduction to Mass Communication

Time allowed: 3 Hours

Max. Marks: 100

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

- *_*_* -

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

- (a) Mass media
- (b) Intrapersonal communication
- (c) Group communication
- (d) Shanon and weaver model
- (e) Diffusion of innovation theory
- (f) Opinion leaders
- (g) Adopter
- (h) Lass well formula
- (i) Perception
- (j) Integration function of communication

(5×4)

UNIT - I

II. What is communication? Explain its meaning and concept. (20)

III. What are the various functions of communication? (20)

UNIT - II

IV. Elaborate on the process and elements of communication. (20)

V. Define mass communication. Elaborate on its characteristics and importance. (20)

UNIT - III

VI. Explain the Lass Well formula. (20)

VII. Elaborate on the need for communication model and theories. (20)

UNIT - IV

VIII. What is the two step flow communication model? (20)

IX. Explain the concept of four rings of defences in communication. (20)

- *_*_* -