

Exam. Code: 1162

Sub. Code: 8387

1127

PG Diploma in Mass Communication

1st Semester

PGDMC-101: Introduction of 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.

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

- a) Communication
- b) Group communication
- c) Mass Media
- d) S-R model
- e) Laswell Formula
- f) Integration function of Communication
- g) Osgood and Schramm's model
- h) Perception
- i) Adopter
- j) Two-step flow theory

(5 x 4)

UNIT - I

II. Define communication. Explain its meaning and concept. (20)

III. Enlist the functions of communication. (20)

UNIT - II

IV. Explain the forms of communication with examples. (20)

V. Define mass communication. Enlist its characteristics and explain its importance. (20)

UNIT - III

VI. Explain the Shanon and Weaver model of communication. (20)

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

UNIT - IV

VIII. How does the theory of diffusion of Innovation help in introducing a new idea in a society? (20)

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

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