

Exam.Code:825
Sub. Code: 6219

1125

P.G. Diploma in Mass Communication
First Semester

PGDMC-10 : 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.

x-x-x

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

- a) Meaning of Communication
- b) Persuasive communication
- c) Dyad Communication
- d) Public Vs. Crowd
- e) Positive feedback
- f) SMCR model
- g) Noise
- h) Opinion leader
- i) Homophile
- j) Decoding

(5x4)

UNIT- I

- II. Critically examine various definitions of communication. (20)
- III. What are the functions of communication? Which is the most important function? Discuss. (20)

UNIT- II

- IV. What are the basic elements of communication? Discuss. (20)
- V. What is interpersonal communication? How is it different from mass communication? Discuss. (20)

UNIT- III

- VI. Draw and discuss Shannor and Weaver's model. What is its relevance today? Discuss. (20)
- VII. Discuss Wilbur Schramm's model of mass communication. (20)

UNIT- IV

- VIII. Critically examine Two Step Flow Theory. (20)
- IX. Discuss 'Diffusion of Innovation' in detail. (20)

x-x-x