

2053

P.G. Diploma in Mass Communication

Second Semester

PGDMC-106: 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:-

- (a) Opinion leaders
- (b) Theory
- (c) Selective retention
- (d) Cognitive needs
- (e) Social-integrative needs
- (f) Media agenda
- (g) Libertarian theory
- (h) Normative theories
- (i) Community media
- (j) Totalitarian theory

(5x4)

UNIT - I

II. Explain the theory of Diffusion of Innovations.

(20)

III. Write a note on four rings of defences.

(20)

UNIT - II

IV. Show your understanding of agenda-setting theory.

(20)

V. How important is Uses and Gratifications theory in Mass Communication? Discuss.

(20)

UNIT - III

VI. Discuss normative theories of mass communication.

(20)

VII. Write notes on the following:-

- a) Authoritarian theory
- b) Social Responsibility theory

(20)

UNIT - IV

VIII. How does Democratic-Participant theory contribute to discussion on role of media?

(20)

IX. Discuss Development Media theory.

(20)

x-x-x