

2054
B. Voc. (Media and Entertainment)
Fourth Semester
MET-403: Communication Theory

Time allowed: 3 Hours

Max. Marks: 40

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

x-x-x

I. Answer any four of the following:-

- a) Encoding
- b) Noise as a Barrier
- c) Decoding
- d) Opinion Leaders
- e) Aristotle Model
- f) Agenda Setting Theory
- g) Which is the most effective form of communication
- h) Subject Parochial Political Culture

(4x2)

UNIT - I

II. Explain briefly the concept of Communication Theory. Explain in detail the process of communication. Support your answer with examples. (8)

III. Give a detail account of elements of communication and barriers in communication. (8)

UNIT - II

IV. What do you understand by Shannon and Weaver Model? Support your answer with diagrams and examples. (8)

V. Explain in detail Osgood and Schramm's Model of Communication. (4,4)

UNIT - III

VI. What is Psychological or Individual difference theory? How this theory is relevant in communication. (8)

P.T.O.

- VII. Explain in detail Uses and Gratification Theory. Support your answer with diagrams and examples. (8)

UNIT - IV

- VIII. What are Normative Media Theories? Explain briefly Authoritarian and Libertarian Theory with examples. (8)
- IX. What do you understand by Culture and Semiotic Theory? (8)

x-x-x