

2072

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. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any five questions from the following in 75-100 words:

- a) Define Mass Communication
- b) Give any four functions of Mass Communication.
- c) Who are innovators?
- d) Do laggards play any significant role in the diffusion of innovation process?
- e) What is public agenda?
- f) Briefly state the four Rings of Defences
- g) Totalitarian theory
- h) Any four points of distinction between Development Media theory and Democratic Participant Media theory
- i) Laissez faire
- j) Homophily

(5x4)

UNIT - I

II. Explain the significance of the Two-step Flow model of mass communication in the modern context. Is it still relevant? (20)

III. Give a critical evaluation of the Diffusion of Innovation. (20)

UNIT - II

IV. What is your assessment of the Agenda-setting theory? Give suitable examples to describe its important characteristics. (20)

V. 'Uses and Gratification theory has tried to make the audience active participants in the consumption of media content'. Comment. (20)

P.T.O.

(2)

UNIT - III

- VI. Distinguish between Authoritarian theory and Libertarian theory. Which ones, according to you, better explain the situation in communist and democratic regimes? (20)
- VII. Discuss the utility of Social Responsibility theory in reforming the media as an institution throughout the world. (20)

UNIT - IV

- VIII. What are the important features of Development Media theory? Why is this theory significant in modern times? (20)
- IX. Critically assess the Democratic Participant Media theory with special reference to its application in India. (20)

x-x-x

UNIT - I

UNIT - II