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**School of Liberal Education**

Master of Arts in Journalism and Mass Communication

Mid Term Examination - Nov 2023

Duration : 90 Minutes

Max Marks : 50

**Sem I - K2PB101T - Theories of Mass Communication**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Illustrate the importance of Group Communication. K2 (2)
- 2) Name the theory that focuses on persuasive language. K1 (3)
- 3) Demonstrate George Gerbner's model of communication K2 (4)
- 4) Outline important characteristic of 'Traditional Media' of communication with suitable example. K2 (6)
- 5) Identify the relevance of Wilbur Schramm's Model with a labelled diagram. K3 (6)
- 6) Identify the difference between Group Communication and Mass Communication. K3 (9)
- 7) Discover the historical journey of Audio-Visual Communication: Films, Radio, Television & New Media. K4 (8)
- 8) Communication is a complex and multifaceted process. Examine the any two out of the given three key concepts: 1. The communication process model, including its main components and their interplay. 2. Barriers to effective communication and strategies to overcome them. 3. The role of nonverbal communication in conveying meaning and its importance in interpersonal interactions. Provide detailed explanations and real-life examples to support your discussion of each concept. K4 (12)

**OR**

- Compare and contrast the Schramm's Model of Communication and the Sadharanikaran Model of Communication, highlighting which model provides a more accurate representation of real-world communication processes and why. K4 (12)