

2054  
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) Selective Attention
- b) Two-step flow theory
- c) Opinion leaders
- d) Characteristics of an innovation
- e) Free market place of ideas
- f) Selective retention
- g) Democratic-participant media theory
- h) Authoritarian theory
- i) Media agenda
- j) Laggards

(5x4)

**UNIT - I**

II. What role do theories play in understanding of mass communication? Explain. (20)

III. Discuss the theory of Diffusion of Innovations. (20)

**UNIT - II**

IV. Elaborate on Agenda-Setting theory. (20)

V. How is Uses & Gratification theory different from other theories of mass communication? Discuss. (20)

**UNIT - III**

VI. What are normative theories? Discuss any one normative theory in detail. (20)

VII. What is the idea behind social responsibility theory? Explain. (20)

P.T.O.