

2055

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) Difference between verbal and non-verbal communication
- b) Aristotle model of communication
- c) Inferential feedback
- d) Difference between active and passive audience
- e) Dance Model
- f) Magic bullet Theory
- g) Opinion Leaders

(4x2)

UNIT - I

- II. Define communication. Explain different forms of communication with examples. (8)
- III. Which is the most effective form of communication? Support your answer with examples. (8)

UNIT - II

- IV. Laswell model analyses communication in terms of five basic questions. Elucidate.(8)
- V. Define communication model. Explain in detail Shannon and Weaver model with diagrams and examples. (8)

UNIT - III

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

UNIT - IV

- VIII. What are Normative theories of Press. Explain Authoritarian Theory and Libertarian Theory with examples. (8)
- IX. Explain Social Responsibility Theory and Development Participation Theory. Support your answer with examples. (8)

x-x-x