

2055

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. Write short notes on any five of the following in 75-100 words each:-

- a) Two Step Flow theory
- b) Adopter
- c) Selective Perception
- d) Cognitive Need
- e) Media and Agenda Setting
- f) Libertarian Theory
- g) Totalitarian Theory
- h) Normative Media Theories
- i) Responsibility of Media in democracy
- j) Media and Development

(5x4)

UNIT - I

- II. Explain the relevance of Diffusion of Innovations Theory. (20)
- III. Write a note on theory of Four Rings of Defences. (20)

UNIT - II

- IV. Explain in detail Agenda Setting Theory. (20)
- V. Write a detailed note on Uses & Gratification Theory. (20)

UNIT - III

- VI. Explain in detail the Social Responsibility Theory. (20)
- VII. Explain in detail Authoritarian Theory. (20)

UNIT - IV

- VIII. What is Development Media Theory? (20)
- IX. Explain in detail Democratic Participant Media Theory. (20)

x-x-x