

2056
B. Voc. (Media and Entertainment) FYUP
Fourth Semester
BME - 403: Communication Theory

Time allowed: 3 Hours

Max. Marks: 40

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 four of the following: -

- a) Key elements of communication
- b) Aristotle's model of communication
- c) Lasswell's formula
- d) Two-step flow theory
- e) Agenda-setting theory
- f) Theory of Social Responsibility

(4×2)

UNIT - I

II. Explain the concept and development of communication theory. Discuss the basic elements of communication with suitable examples. (8)

III. Describe the process of communication in detail. Highlight the role of barriers in effective communication. (8)

UNIT - II

IV. Discuss Shannon and Weaver's model of communication. How does it explain the transmission of messages? (8)

V. Explain Berlo's SMCR model and Schramm's circular model. Compare their significance in communication studies. (8)

UNIT - III

VI. Critically examine the Hypodermic Needle theory and the Psychological/Individual Difference theory of communication. (8)

P.T.O.

(2)

- VII. Discuss any two sociological theories of mass communication: Cultivation theory, Spiral of Silence, Uses and Gratification or Media Dependency theory. (8)

UNIT - IV

- VIII. Explain the Normative theories of the press with special reference to Authoritarian and Libertarian theories. (8)
- IX. Discuss Social Responsibility theory and Democratic Participant media theory. How are they relevant in contemporary media? (8)

x-x-x