

2056
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. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Answer any four of the following:-

- Difference between verbal and non verbal communication.
- Why interpersonal is considered the most dynamic form of communication?
- Explain Aristotle model.
- Role of opinion leaders in Two Step Theory and in today's era.
- Who proposed the Dance Model of Communication? What is the main idea behind the Dance Model?
- What are the four main components of Berlo Model?
- What is democratic -Participant Theory?
- How Soviet / Communist Media Theory is different from normative theories? (4x2)

UNIT - I

II. Define communication. Explain its concept and importance. (8)

III. Discuss in detail different forms and levels of communication. Support your answer with examples. (8)

UNIT - II

IV. What is communication Model? Explain its various functions. Also briefly explain Osgood model with examples (4,4)

V. Explain in detail Shannon and weaver and Laswell model. (4,4)

UNIT - III

VI. Explain in detail Uses and Gratification theory. Support your answer with examples. (8)

VII. Discuss Agenda Setting and role of spiral of silence in communication. Support your answer with examples. (4,4)

P.T.O.



(2)

UNIT - IV

- VIII. Discuss in detail Authoritarian Theory of the press. Explain its key features, advantages, and limitations. (4,4)
- IX. What is Development Media Theory? Discuss the role of media under Development Media Theory in nation building. (4,4)

x-x-x