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M.Phil (JAMC) (2018 Batch) (Sem.-1) COMMUNICATION THEORIES

Subject Code: MPHJMC-103

M.Code: 75621

Time: 3 Hrs. Max. Marks: 100

INSTRUCTIONS TO CANDIDATES:

- 2. There are FIVE Units: Units-I, II, III, IV & V.
- 3. Each Unit contains TWO questions each, carrying TWENTY marks each.
- 4. Student has to attempt any ONE question from each UNIT.

UNIT-I

- 1. What is theory? What is the relationship between theory and research?
- 2. Explain eastern perspective in Communication theory.

UNIT-II

- 3. Why is diffusion of innovation theory considered a landmark development?
- 4. What is cognitive dissonance theory and what are its uses?

UNIT-III

- 5. What are limited Effect theory in mass communication?
- 6. What are various issues in Communication?

UNIT-IV

- 7. Write a critique of four theories of the Press.
- 8. How have communication models evolved in developing countries?

UNIT-V

- 9. Illustrate your understanding of Technological Determinism.
- 10. Enumerate various characteristics of new media.

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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