



**BHARATI VIDYAPEETH'S**

**INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)

A-4, Paschim Vihar, Rohtak Road, New Delhi-110063, Visit us at: <http://www.bvicam.in/>

---

Course Code: BA(JMC) 101

Course Name: COMMUNICATION:

CONCEPTS AND PROCESSES

1. What is a communication model? Do we have an ideal communication model applicable to all types of communication?
2. Why do we need communication models? Enumerate on its purpose with suitable examples.
3. 'A communication model is a graphical/visual representation of the communication process using various elements involved.' Enumerate the scope of communication models in light of the above statement.
4. Enumerate on Aristotle's Classical Model of communication, highlighting the role of 'occasion'.
5. Shannon- Weaver's Mathematical Model of communication was a significant breakthrough model, as it introduced the element of 'noise'. Explain this statement.
6. How is Wilbur Schramm's communication Model different from Laswell's Model of Communication. Explain with suitable examples.
7. Enumerate on Newcomb's Model of communication.
8. Explain Westley-Mclean's Model of communication, highlighting the role of event/information in it.
9. Explain the following two advanced models of communication-
10. George Gerbner's Model
11. Mccombs and Shaw's Agenda Setting Model
12. What is Spiral of Silence? Enumerate the factors leading to fear of isolation.
13. How are models of communication relevant in today's scenario? Explain with the help of suitable examples.
14. Who proposed the Bullet theory of mass communication? Explain in detail.
15. What is the significance of the Two-Step theory of mass communication?

Enumerate with the help of examples.

16. What role of 'opinion leaders' in the Multi-Step Theory of mass communication?
17. Explain Uses and Gratification Theory?
18. What is the role of 'television' in Cultivation Theory?
19. Differentiate between Authoritarian and Libertarian theories of mass communication. Quote examples.
20. Enumerate the significance of the Social Responsibility theory of mass communication in today's commercial scenario.
21. Elaborate on the Soviet- Communist theory of mass communication with suitable examples.
22. Explain the following-
23. Development theory of mass communication
24. Democratic participation theory of mass communication
25. Enumerate on the Cognitive Dissonance Theory of mass communication?
26. Describe different definitions of mass communication. Explain with illustration the current scenario of mass media of India.
27. Briefly explain 'normative theories of mass media. Do these theories have any justification in the contemporary era of globalisation?

28. Short note: Marks- 5

Normative Theory

Gate keeping

Interpersonal Communication

Agenda Setting

Two-step flow of communication

Uses and gratifications theory

Cultivation Theory

Role of mass media in development