

Note: Attempt FIVE questions in all. Question No. 1 is compulsory and attempt one question from each unit.

1.	Answer all the following questions briefly:-		2 x 10 = 20
	(a)	Define communication and briefly explain its key elements.	
	(b)	Differentiate between verbal and non-verbal communication.	
	(c)	Explain the role of semantic barriers in communication process.	
	(d)	Discuss two major functions of Mass Communication.	
	(e)	“Media is the watchdog of society”, justify the statement.	
	(f)	Describe the role of mass media in raising awareness about various social issues.	
	(g)	Briefly discuss the three types of noises Shannon and Weaver discussed in their model.	
	(h)	“Field of experience plays an important role in the success of communication”, justify the statement.	
	(i)	Explain the function ‘correlation of components of society’ of communication.	
	(j)	Elaborate the significance of Ethos, Pathos and Logos in a communication process.	
UNIT - I			
2.	(a)	“Success of a communication process depends on its various elements”, justify the statement while explaining the role of each element present in the communication process.	5
	(b)	Examine and compare the various types of communication. Discuss the strengths and limitations of each type, providing examples of situations where one form of communication may be more effective than others.	5
3.	(a)	Effective communication should be brief and straightforward to communicate ideas, feelings, thoughts, and emotions clearly and understandably. Justify and list the C’s of Communication.	5
	(b)	There are many common barriers to effective communication in both personal and professional settings, explain various methods individuals and organizations can apply to overcome these obstacles and enhance overall communication effectiveness?	5
UNIT - II			
4.	(a)	The concept of Mass Communication entails the transmission of messages to a large number of assorted, heterogeneous people who are anonymous using technological tools called mass media. Comment & justify the above statement.	5
	(b)	The source may be an individual, group or organization. Explain & throw some light on the elements & process of Mass Communication.	5
5.	(a)	Folk media carry diverse messages, of education, political, social, healthcare and agricultural innovation, as to inform and educate. Elaborate the traditional Folk forms of Communication.	5
	(b)	New media is any media—from newspaper articles and blogs to music and podcasts—that are delivered digitally. Explain and elaborate.	5
UNIT - III			
6.	(a)	Explain the Aristotle’s Classical Model of Communication.	5
	(b)	Mathematical model of communication that argues that human communication can be broken down into 6 key concepts. Describe.	5
7.	(a)	Gerbner proposed two dimensions in the communication process of communication, Perceptual Dimension and Means and control dimension. Justify and explain Gerbner’s	5

		Model of Communication.	
	(b)	Individual's perception of the distribution of public opinion influences that individual's willingness to express their own political opinions. Describe the spiral of silence model of Communication.	5
UNIT - IV			
8.	(a)	Mass media content first reaches "opinion leaders." Comment & justify the above statement with context to two step theory of Communication.	5
	(b)	Explain & throw some light on the Cognitive Dissonance Theory of Communication.	5
9.	Write short notes on the following:-		2 x 5 = 10
	(a)	Relevance of Normative Theories	
	(b)	Cognitive Dissonance Theory	