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Course Code: BA(JMC) 101

Course Name: COMMUNICATION:

CONCEPTS AND PROCESSES

### **Practice Questions (Theory)**

Q1) Communication dynamics have changed over the years with human evolution. Enumerate on this statement explaining the concept of communication.

Q2) Quote various definitions of 'communication' proposed by renowned theorists. Which is the most relevant in today's scenario and why?

Q3) Define communication, explaining its ten elements.

Q4) Explain the communication process, elaborating on the relevance of each of its components.

Q5) 'The biggest problem in communication is the illusion that it has taken place.' Explain the various types of communication in light of this statement.

Q6) Differentiate between verbal and non-verbal communication quoting appropriate examples.

Q7) What all factors lead to an unsuccessful communication process. Explain with the help of communication barriers.

Q8) 'Communication is a skill that you can learn.' Explain the essential 7 C's of communication.

Q9) Explain the importance of feedback and noise in the process of communication.

Q10) What are the critical points of consideration and obstacles to be considered for an effective communicator?

Q11) Elaborate on the primary line of differentiation between communication and mass communication with suitable examples.

Q12) Define mass communication, as quoted by various theorists. What, according to you, is the most relevant definition in today's scenario and why? Explain with the help of suitable examples.

Q13) Mass communication is a culmination of various elements. Explain its elements.

Q14) What makes the process of mass communication different from the process of communication. Elaborate on the role and importance of the receiver in mass communication.

Q15) Mass communication is mainly characterised by its audience. Enumerate on the various characteristics of mass communication.

Q16) What are the essential functions of mass communication in today's digital scenario?

Q17) "Mass communication cannot be merely restricted to the use of technology." In light of this statement, enumerate the essential two means of mass communication: Folk and Traditional Media & New Media, quoting appropriate examples.

Q18) Elaborate on the following types of New Media-

Blogs

Social Media

E-publications

Mobile applications

Digital Games

Q19) Quote any two case studies highlighting the role of Mass Media in societal activism.

Q20) With the advent of technological advancements, have traditional media means such as nukkad naatak, folk dance and puppet shows, etc. lost its charm?

Q21) What is a communication model? Do we have an ideal communication model applicable to all types of communication?

Q22) Why do we need communication models? Enumerate on its purpose with suitable examples.

Q23) '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.

Q24) Enumerate on Aristotle's Classical Model of communication, highlighting the role

of 'occasion'.

Q25) Shannon- Weaver's Mathematical Model of communication was a significant breakthrough model, as it introduced the element of 'noise'. Explain this statement.

Q26) How is Wilbur Schramm's communication Model different from Laswell's Model of Communication. Explain with suitable examples.

Q27) Enumerate on Newcomb's Model of communication.

Q28) Explain Westley-Mclean's Model of communication, highlighting the role of event/information in it.

Q29) Explain the following two advanced models of communication-

George Gerbner's Model

Mccombs and Shaw's Agenda Setting Model

Q30) What is Spiral of Silence? Enumerate the factors leading to fear of isolation.

Q31) How are models of communication relevant in today's scenario? Explain with the help of suitable examples.

Q32) Who proposed the Bullet theory of mass communication? Explain in detail.

Q33) What is the significance of the Two-Step theory of mass communication. Enumerate with the help of examples.

Q34) What role of 'opinion leaders' in the Multi-Step Theory of mass communication?

Q35) Explain Uses and Gratification Theory?

Q36) What is the role of 'television' in Cultivation Theory?

Q37) Differentiate between Authoritarian and Libertarian theories of mass communication. Quote examples.

Q38) Enumerate the significance of the Social Responsibility theory of mass communication in today's commercial scenario.

Q39) Elaborate on the Soviet- Communist theory of mass communication with suitable examples.

Q40) Explain the following-

Development theory of mass communication

Democratic participation theory of mass communication

Q41) Enumerate on the Cognitive Dissonance Theory of mass communication?

Q42) Describe different definitions of mass communication. Explain with illustration the current scenario of mass media of India.

Q43) What is interpersonal communication? Compare the message and audience characteristics of interpersonal communication with mass communication.

Q44) Mass media can help shape the culture of urban society. Do you subscribe to this view? Give examples from your surroundings.

Q45) What is the normative theory of Mass communication? Discuss one of the popular normative theories. Compare it with the Functional Theory of Mass Media.

Q46) "When we communicate, we try to establish commonness with someone."

Q47) What does commonness signify? Explain the communication process in light of the above statement.

Westley- Maclean's mass communication model is an extension of Newcomb's triangular model.- Explain.

Q49) Have the mass media brought about a transformation in people's behaviour?

Q50) What is your view? Examine the role of media in the modern society  
Critically discuss the social scientific theory of mass media.

Q51) What is feedback? Does feedback help make the communication process successful? Discuss with examples.

Q52) Define communication. Do you think that communication plays a role in the country's socio-economic development?

Q53) What is mass society? Does it reflect mass culture? Explain.

Q54) What is mass communication? Discuss its role and importance in society.

Q55) What is meant by normative theory? Discuss the four major normative theories.

Q56) Define Mass communication with appropriate references. How do mass media usually communicate with the targeted mass? Explain.

Q57) Define characteristics of mass society as explained by Denis McQuail. Do you think mass media influence the mass culture? Explain briefly.

Q58) Briefly explain Hypodermic Needle theories.

- Q59) Explain the role of opinion leaders in two-step flow model. Give appropriate examples for both answers.
- Q60) Briefly explain the normative theory of communication. Discuss the two relevant models in the context of normative theory.
- Q61) Define communication. Does it always correspond to the mass? Define Interpersonal communication with examples.
- Q62) Define communication. Discuss briefly different types of communication with examples.
- Q63) Explain media effect both in the short term and long term perspectives. Explain the 'Users and Gratifications' model in this context.
- Q64) What is mass culture? Do you think mass media produce mass culture? Explain with suitable examples.
- Q65) Briefly describe the normative theories. Do these theories have any relevance in the age of globalisation?
- Q66) What do you understand by Media Dependency Model? Explain.
- Q67) Explain the Agenda Setting theory of mass media an Indian media perspective.
- Q68) What are the standard parameters in classifying communication from Intra to mass communication? Define Mass Communication with suitable examples.
- Q69) Briefly discuss mass society. Do you think only mass media creates Mass Society? Give suitable examples.
- Q70) Define Mass Communication. Is mass communication based only on the transmission of information? Explain information society in terms of mass communication.
- Q71) Briefly explain 'normative theories of mass media. Do these theories have any justification in the contemporary era of globalisation?

Q72) Short note: Marks- 5

Normative Theory	Gate keeping
Interpersonal Communication	Agenda Setting
Two step flow of communication	Group communication
Uses and gratifications theory	Mass Society
Information Society	Mass Culture
Functionalism	Mass Media

Cultivation Theory  
development

Role of mass media in