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End Semester Examination, December 2024

Master of Arts in Journalism & Mass Communication (M.A JMC) - SEM- I

Communication Theories and Models (SJMJ 701A)

Time: 2.5 hrs.

Max Marks: **50**

Note: *All Questions are compulsory. Marks are indicated against each question.*

PART-A

Q.1 *Attempt any five questions:*

- | | |
|---|----------------|
| (a) What is the significance of chronemics in Communication? | [CO-2] [L-2] 2 |
| (b) Define the term Hot and Cold Medium as per McLuhan? | [CO-3] [L-1] 2 |
| (c) Write a short note on Media Pluralism and Diversity? | [CO-1] [L-2] 2 |
| (d) Discuss the key difference between Frankfurt and Birmingham School? | [CO-6] [L-1] 2 |
| (e) Analyze the essential characteristics of Diffusion and Innovation Model? | [CO-4] [L-4] 2 |
| (f) Evaluate the role of Communication for Development in contemporary times? | [CO-4] [L-5] 2 |
| (g) Analyze a key difference between Agenda Setting, framing and Priming? | [CO-3] [L-4] 2 |

2x5

PART-B

Q.2 Analyze the debate between Frankfurt and Birmingham School with respect to cultural studies?

[CO-1] [L4] **10**

OR

Evaluate the flow of information as per McBride commission report and critically examine the reasons of dis balance of information in the world?

[CO-7][L-5] **10**

Q.3 Applying Framing theory of communication, create a same news story using different frames and discuss the ways how news media manipulates discourse using these tools?

[CO-3] [L-3] **10**

OR

Analyze the advantages and disadvantages of Normative Theories of Press? Evaluate the failure and success of democratic theory of Press?

[CO-3] [L-4] **10**

Q.4 Discuss how cinema has been used as an ideological tool in the context of Capitalism and Communism?

[CO-5] [L-4] **10**

OR

Create a Political speech using Aristotle's Model of Rhetoric? Discuss its key elements also? [CO-6] [L-6] **10**

Q.5 Compare and contrast basic models of communication? How these models developed from each other?

[CO-2] [L-2] **10**

OR

Analyze the key challenges of Media Privatization? How Globalization effect Political economy structures?

[CO- 5] [L-4] **10**