

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION  
GURU GHASIDAS VISHWAVIDYALAYA, BILASPUR (C.G.)**

**5 Year Integrated UG/PG Mass Communication 3<sup>rd</sup> Semester  
Paper-Vth (Introduction to Communication Theories)**

Time: 03 Hours

Max. Marks: 60

**AS-2749**

**Question 1: Objective type questions:**

- (i) - d - Communication**
- (ii) - c - Noise**
- (iii) - b - Reaction**
- (iv) - d - Poster**
- (v) - a - Authoritarian, Libertarian, S. media, Social Resp**
- (vi) - Directive**
- (vii) - Elisabeth Noelle Neumann**
- (viii) - Yes**
- (ix) - Yes**
- (x) - Yes**

**Descriptive type questions**

**2. In the answer of this question-following things are required -:**

**Types of communication like intra, inter, group, mass, upward, downward, verbal, nonverbal, traditional etc, with suitable example.**

**3. Communication is central to all human social behaviour. Humans cannot socially interact unless they communicate through shared symbols. The goal of communication is the acceptance of the sender's message by the receiver. Communication is not something that one person does to another person. Communication is a continuous, ever changing, circular process of interaction. With these basic thoughts the answer requires Linear View of communication process, Transactional communication process, all significant elements of the communication like - source, message, channel, receiver, feedback, noise, encoder, decoder, context, environment etc with suitable pictorial representation.**

**4. The answer requires all types like print, electronic, new, traditional and in print like daily, weekly etc in electronic radio, tv, film, narrowcast, broadcast etc in new internet, blog etc transit, outdoor etc with suitable examples.**

**5. The question enquires about media content effect theory in other words, the reaction to media content that differs individual to individual like individual difference theory, selective exposure, selective perception, personal influence theory and sociological theories.**

**6. Media organisations & news agency of foreign countries and India like:BBC,CNN,AOL,VOICE OF AMERICA,TIMES OF INDIA,AAJTAK,ETV,NDTV,DAINIK BHASKAR,ETC..... AP (USA), REUTER (UK). ITAR TASS (RUSSIA) and PTI, UNI (INDIA) etc. their work details and territory.**

**7. SMCR – its full form like Sender, message, channel and receiver given by David K Berlo. Description of all elements and their characteristics, advantage and limitation of this model should also be mentioned.**

**8. Gerbner's both model 1 & 2 with all details and pictorial representation of model 2 of Gerbner with its PPP quality. Its limitations and use.**