

KANYASHREE UNIVERSITY

M.A. 2nd Semester Examination-2023

Subject: Mass Communication and Convergent Journalism

Course- CC 9

Theories and Models of Mass Communication

Full Marks-40

Time-2.00 Hours

Group A

[Answer **any five** of the following]

(2×5=10)

1. What is macro group communication?
2. Write two major characteristics of mass media.
3. What is meant by feedback?
4. What does SMR stand in communication?
5. Mention the two major elements of Mass Communication.
6. What is mass line communication?
7. What is mass culture?

Group B

[Answer **any two** of the following]

(5×2=10)

Write short notes on:

1. Gerbner's Model
2. Individual difference Theory
3. Gate keeping
4. Cultivation Theory

Group C

[Answer **any two** of the following]

(10×2=20)

1. What is normative theory of Mass communication? Discuss one of the popular normative theories.
2. "When we communicate we try to establish commonness with someone." What does commonness signify? Explain the communication process in the light of the above statement.
3. Explain the role of opinion leaders in two step flow of communication. Give appropriate examples.
4. Briefly describe the Shannon Weaver's model with illustration.
