

2015

(October)

St. Anthony's College
Central Library
Shillong-793001.

MEDIA TECHNOLOGIES

(Honours)

(Communication Theory and Research)

Marks : 56

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

Answer Question No. 1 which is compulsory
and **any four** from the rest

1. Answer the following questions : $4 \times 4 = 16$

- (a) Are media effects weak or powerful?
Justify your answer with examples.
- (b) To which medium does Marshall McLuhan ascribe the features of logic, individualism and detachment?
- (c) How do the media create stereotypes?
Give examples.
- (d) Define communication. What are different types of communication?

(2)

2. Elaborate on the different elements of the communication process. 10

Or

Explain verbal and non-verbal communication. Discuss their advantages and disadvantages. 4+6=10

3. What are various factors used by the audience to assist them in making meanings out of a given media text? 10

Or

Write short notes on the following : 5×2=10

- (a) Mimetic theories of texts
(b) Expressive theories of texts

4. Differentiate between Shannon and Weaver model and Osgood and Schramm model of communication. 10

Or

Write short notes on the following : 5×2=10

- (a) Lasswell formula
(b) ABX model

5. Elaborate on the opposing views of media effect as elucidated by the Reinforcement theory, and the Uses and Gratification theory. 10

(3)

Or

Write short notes on the following : 5×2=10

- (a) Agenda setting theory
(b) Gatekeeping theory

6. What are different types of research design used in media? Give the merits and demerits of these methods. 10

Or

Write short notes on the following : 5×2=10

- (a) Questionnaire method
(b) Telephone and personal interviews
