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(February)

MEDIA TECHNOLOGIES

(Honours)

(**Communication Theory and Research**)

(MTH-102)

Marks : 56

Time : 3 hours

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

1. Answer the following questions : 3×4=12

- (a) What are semantic barriers to communication?
- (b) Is listening important in communication?
- (c) What is a genre?
- (d) What is a communication model?

2. Write a note on nonverbal communication. 11

Or

Can culture, gender, nationality or social class have a role to play in effective communication? Discuss in detail.

3. Discuss three criticisms of the mass media. 11

Or

Classify the individual and societal functions of the mass media.

4. Write a note on any two nonlinear model of communication. 11

Or

In the era of communication through social media, discuss the relevance of the cultural imperialism theory.

5. Write a note on the need and relevance of mass media research today. 11

Or

Explain primary data and secondary data. How can a researcher gauge the general accuracy of the collected data? 5+6=11

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