

Odd Semester, 2020

(Held in March, 2021)

MEDIA TECHNOLOGIES

(Honours)

(MT-H-102)

(Communication Theory and Research)

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) Briefly list the importance of communication.
- (b) Briefly note down the functions of mass communication at the individual level.
- (c) What is a media text?
- (d) What is primary data?

2. Explain the different barriers to communication. 11

Or

Write a note on the non-linear models of communication.

3. With an example, explain how a Feminist Scholar will interpret a text. 11

Or

Write a note on McLuhan's theories of the media.

4. What is communication theory? Explain the cultivation theory as proposed by George Gerbner. Do you subscribe to the argument of the theory that television and its heavy usage make the audience view the world to be a bad place to live in? 3+4+4=11

Or

Explain escapism. Elaborate with examples on how mass media allows for an escapist world. 3+8=11

5. Discuss on the need and relevance of mass media research. 11

Or

What is sampling? Elaborate on the different types of sampling.

★ ★ ★