

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION
PHOTOGRAPHY
EXAMINATION: MAY - 2024
FIRST SEMESTER
Sub: Communication Theory and Practices
(MAPH 22-101)

Date: 11/05/2024

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any One) (15)

A) What are barriers of Communication?

OR

B) Explain the types of Communication?

Q. 2. Write short notes. (Any Three) (15)

- 1) The spiral of Silence theory
- 2) Agenda setting theory
- 3) Shannon and Weaver Communication Model
- 4) Communication

Q. 3. Open Ended Question (10)

How important is the role Mass Communication plays in our society? Illustrate your answer with reference to the uses of the mass media in India.
