

2021

JOURNALISM & MASS COMMUNICATION-HONOURS

INTERNAL ASSESSMENT

SEM- III (H)

THEORY

PAPER: CC-3-5

FULL MARKS: 10

TIME: 11am

All questions carry equal marks

1. Answer any One question from the following: 10
 - a. What is Two Step Flow Theory?
 - b. Discuss about Shannon weaver's model of communication with example.
 - c. What is Cultivation theory? Briefly discuss.