



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Sixth Semester – 2019

Paper: Theories of Communication-II

Course Code: BSCS-309 Part – I (Compulsory)

Time: 15 Min. Marks: 10

Roll No. in Fig.

Roll No. in Words.

Signature of Supdt.:

ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY.

Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Encircle the correct choice.

(1x10=10)

1. Three researchers; Phillip J. Tichenor, George A. Donohue, and Clarice N. Olien of Minnesota University - first proposed the..... in 1970.
 - a) Priming
 - b) knowledge Gap Hypotheses
 - c) Agenda setting
 - d) None of these
2. Everett Rogers, a professor of communication studies, popularized the theory
 - a) Framing
 - b) Diffusion of innovations
 - c) Cultivation theory
 - d) Magic Bullet theory
3. Mc. Comb & Shaw presented _____ theory.
 - a) Framing
 - b) Agenda Setting
 - c) Magic Bullet
 - d) Priming
4. Most of the media images are purposely used to capture our attention and develop_____.
 - a) Mediated realities
 - b) Social realities
 - c) Natural realities
 - d) One of them
5. Cultivation effects hypothesis was presented by_____.
 - a) George Gerbner
 - b) Mc Comb & Shaw
 - c) Laswell
6. Agenda Setting was presented in _____.
 - a) 1972
 - b) 1970
 - c) 1971
 - d) 1975
7. When the group or public realizes that the individual has a divergent opinion from the status quo: this is the basic concept of -----
 - a) Agenda setting
 - b) Diffusion of innovation
 - c) Cultivation effects hypothesis
 - d) Spiral of silence
8. Selective Retention approves that
 - a) People recall best messages associated to their attitudes and views
 - b) People evoke already prevailing messages near to their attitudes and views
 - c) People retention of messages level is very poor
 - d) None of above.
9. Which of the following is not one of the primary functions of mass communication?
 - a) Surveillance
 - b) Cultural Transmission
 - c) Entertainment
 - d) Immunization
10. The media exercises a selective influence over how people view reality
 - a) Diffusion of innovation
 - b) Framing
 - c) Cultivation effects hypothesis
 - d) Opinion formation



ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.2. Attempt all Questions with short answers

(4x5=20)

- i. Describe briefly the proposed elements of "Diffusion of Innovation".
- ii. Explain the concept of "selective retention" in the light of media effect approach.
- iii. Discuss the close relationship between theory and research.
- iv. Describe the term priming.
- v. Explain the significance of theory and its relationship with research.

Q.3 Questions with comprehensive answers

(3x10=30)

- i. What is your understanding regarding "Knowledge Gap Hypothesis"? Explain with example.
- ii. Write a comprehensive note on framing Theory.
- iii. Discuss the classification of individuals in social system on the basis of innovativeness in the light of Diffusion of innovation also describe its basic assumptions with the help of examples.