

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2023
(First Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

COMMUNICATION MODELS & THEORIES

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 _____ simply provide an abstract understanding of the communication process.
(i) Theories (ii) Models
(iii) Axioms (iv) Description
- 2 Spiral of silence was proposed by _____.
(i) Paul Niquette (ii) Alan Turing
(iii) Noelle Neumann (iv) Shannon and Weaver
- 3 Events in Gerbner model are perceived by _____.
(i) source (ii) transmitter
(iii) medium (iv) receiver
- 4 Uses and gratification theory mainly focuses on _____.
(i) media messages and how it reaches the audience
(ii) communication process
(iii) building the past
(iv) media influence is good or bad
- 5 Four theories of Press are _____.
(i) Authoritarian, Liberalisation, Free press, Media
(ii) Soviet media, Free press, Libertarian, Social
(iii) Social responsibility, Free press, Libertarian, Authoritarian
(iv) Soviet media, Social responsibility, Libertarian, Authoritarian

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a State communication.
OR
b Explain the importance of dimensions of communication.
- 7 a Explain Aristotle's model of communication.
OR
b Determine the significance of Lass well's model of communication.
- 8 a Discuss on the Osgood Schramm model.
OR
b Analyze Newcomb theory.
- 9 a Evaluate Walter Lippmann's public opinion theory.
OR
b State the importance of cultivation film theory.

Cont...

- 10 a How do the media contribute to the spiral of silence? Analyze.
OR
b Classify the four normative theories.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a What is global village According to McLuhan? Analyze.
OR
b Differentiate verbal and non verbal communication.
- 12 a Determine the characteristics of Shannon-Weaver model.
OR
b Enumerate Linear models and its types.
- 13 a Analyze two step flow theory.
OR
b Criticize on Dance's Helical Model.
- 14 a Elucidate on Gate Keeping Theory and interpret its relation with the functioning of media.
OR
b Justify how the Agenda Setting is relevant today.
- 15 a Evaluate the social learning theory with relevance to the current societal scenario.
OR
b Classify the main assumptions of knowledge gap theory.

Z-Z-Z

END