

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch - JOURNALISM AND MASS COMMUNICATION

COMMUNICATION MODELS AND THEORIES

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What is the primary purpose of communication? a. To persuade b. To inform c. To entertain d. To confuse	K1	CO1
	2	What is feedback in communication? a. The process of sending a message b. The act of ignoring a message c. The act of interrupting someone while they are speaking d. The response to a message	K2	CO1
2	3	Another name for interpersonal communication is ----- ----- a. Mass Communication b. Face to face communication c. Dyadic communication. d. Virtual communication	K1	CO2
	4	----- is individual reflection, contemplation and meditation. a. Intra personal communication b. Interpersonal communication c. Group communication d. Mass Communication	K2	CO2
3	5	The circular model of communication was put forward by a. James Harey b. Herold Lasswell c. Shannon and Weaver d. Oosgood and Schramm	K1	CO3
	6	Reinforcement theory was introduced by a. Carl Howland b. Joseph Klapper c. Maxwell Mc Comb d. Donald Shaw	K2	CO3
4	7	Speaker – Speech – Audience are the elements of whose model of communication? a. Shannon b. Aristotle c. Harold Lasswell d. Wilbur Schramm	K1	CO4
	8	Which is considered as a physical bridge between sender and receiver? a. Channel. b. Message c. Treatment of message d. All of the above	K2	CO4
5	9	Liberation theory is also called as a. Authoritaraiian theory b. Social responsibility theory c. Free press theory d. Communist media theory	K1	CO5
	10	Which of the following is an example of effective communication? a. Speaking in a monotone voice b. Using simple language that is easy to understand c. Using jargon that only a few people understand d. Using long, complex sentences	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Why do we need communication? Mention the purpose of communication.	K1	CO1
	(OR)			
	11.b.	Relate the concept of McLuhan Global village to contemporary communication.		
2	12.a.	List and analyze the Linear model of communication and its advantages.	K4	CO2
	(OR)			
	12.b.	Analyze Barnlund's transactional model with proper examples.		
3	13.a.	Compare the significance of Osgood model and ABX model.	K4	CO3
	(OR)			
	13.b.	Justify Dance Helical Model with pros and cons.		
4	14.a.	Identify the importance of frame analysis theory and its role in communication field.	K4	CO4
	(OR)			
	14.b.	Examine the role of propaganda theory and how it apply in election time.		
5	15.a.	Critically analyze the theories of media violence with suitable references.	K4	CO5
	(OR)			
	15.b.	Simplify the significance of Cognitive Dissonance theory.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Discuss the various types and forms of communication with suitable examples.	K6	CO1
2	17	Compare and contrast the structure of Westley Macleans, Leagands, Boltan and Cleaver model and how its apply in our Indian life.	K5	CO2
3	18	Evaluate the circular and non- linear model of communication concepts in our day to day life experience.	K5	CO3
4	19	Analyze the importance, role and function of communication media theory with concrete references.	K4	CO4
5	20	Comment the fundamentals and influence of theories of press and its significance in society.	K5	CO5

Z-Z-Z END