

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**MSc DEGREE EXAMINATION MAY 2025
(First Semester)**

Branch – ELECTRONIC MEDIA

COMMUNICATION 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 type of communication involves the exchange of information between two or more individuals? a) Intrapersonal b) Interpersonal c) Mass d) Non-verbal	K1	CO1
	2	What is the primary purpose of communication? a) To convey information b) To confuse people c) To remain silent d) To avoid interaction	K2	CO2
2	3	The "Cultivation Theory" of communication is associated with which communication scholar? a) Aristotle b) Gerbner c) Lasswell d) Osgood	K1	CO1
	4	Which communication model emphasizes the role of feedback in the communication process? a) Aristotle's model b) Shanon and Weaver's model c) Osgood and Schramm's model d) Westley and Maclean's model	K2	CO2
3	5	Which theory suggests that individuals may selectively perceive and retain information that supports their preexisting attitudes and beliefs? a) Agenda Setting Theory b) Spiral of Silence Theory c) Cognitive Dissonance Theory d) Uses and Gratification Theory	K1	CO1
	6	According to the Social Learning Theory, individuals learn behaviors and attitudes through observation and imitation of whom? a) Strangers b) Media personalities c) Friends and family d) Psychologists	K2	CO2
4	7	Marxist Media Theory is primarily concerned with the role of media in relation to a) Cultural globalization b) Profit generation c) Promoting consumerism d) Maintaining social control	K1	CO1
	8	The Knowledge Gap Hypothesis posits that as media coverage of a topic increases, the gap in knowledge and information between different social groups a) Narrows b) Remains constant c) Widens d) Reverses	K2	CO2
5	9	What is the primary objective of "Participatory Communication for Sustainable Development"? a) Centralized media control b) Top-down communication c) Inclusive and collaborative communication processes d) Promotion of propaganda	K1	CO1
	10	Which of the following communication approaches is associated with involving communities in decision-making and development processes? a) Top-down communication b) Mass media campaigns c) Participatory communication d) Traditional media	K2	CO2

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.	Discuss the different types of non-verbal communication and their significance in interpersonal interactions.	K2	CO2
		(OR)		
	11.b.	Discuss the functions of Communication and differentiate Mass communication and Group communication and provide examples of each.		
2	12.a.	In your role as a technical support supervisor, you need to troubleshoot communication breakdowns within your team. Explain how the Shannon and Weaver model can assist you in identifying and resolving communication problems.	K3	CO4
		(OR)		
	12.b.	You are part of a team tasked with analyzing a political campaign's communication strategy. How can you apply Aristotle's communication model to assess the campaign's effectiveness?		
3	13.a.	As a social media manager for a fashion brand, which theory you will choose for content strategies interaction techniques to fulfill user's needs and desires in order to better engage your audience on social platforms.	K3	CO4
		(OR)		
	13.b.	You are a crisis communication consultant helping a company navigate a public relations crisis. How can you use the Spiral of Silence theory to understand and manage public perception during the crisis?		
4	14.a.	Analyze Marshall McLuhan's famous statement, "The medium is the message." Provide examples of how different communication mediums shape and influence the content and reception of messages.	K4	CO5
		(OR)		
	14.b.	Analyze the key principles and tenets of Marxist Media Theory in perpetuating or challenging power structures and social inequality.		
5	15.a.	Analyze the role of mass communication in shaping public opinion and its impact on issues like gender equality or political participation.	K4	CO5
		(OR)		
	15.b.	Examine the role of Indian media in raising awareness about the SDGs and mobilizing public support.		

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	Analyze the major barriers to effective communication in organizations and provide strategies to overcome these barriers.	K4	CO5
2	17	Outline the key elements of Lasswell's communication model and explain how this model can be used to analyze political communication during an election campaign.	K4	CO5
3	18	Examine the concept of Cognitive Dissonance Theory in contemporary communication contexts, such as advertising and social media and discuss the strategies you can employ to reduce it.	K4	CO5
4	19	Compare and contrast Roger's Diffusion of Innovations theory and Technological Determinism theory for its strengths and limitations in understanding the relationship between technology and society.	K4	CO5
5	20	Analyze how ICT has transformed education, healthcare, and governance in developing countries.	K4	CO5