

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2025
(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	Which type of communication is characterized by a message being transmitted to a large, undefined audience? a) Interpersonal b) Group c) Mass d) Organizational	K1	CO1
	2	How does the psychological dimension influence communication? a) It has no impact on communication b) It affects how individuals perceive and interpret messages c) It is solely determined by cultural factors d) It is only relevant in interpersonal communication	K2	CO2
2	3	Which communication model emphasizes the role of noise in disrupting the message transmission process? a) Aristotle's Model b) Shannon & Weaver's Mathematical Model c) Berlo's SMCR Model d) Lasswell's Model	K1	CO1
	4	What is the best way to show someone you are listening to them? a) Talking at the same time b) Looking at them and nodding c) Playing with your toys d) Walking away	K2	CO2
3	5	Which model emphasizes the role of media in cultivating particular worldviews and shaping audience perceptions? a) Two-Step Flow Model b) Multi-Step Flow Model c) Schramm's Interactive Model d) George Gerbner's Model	K1	CO1
	6	If you are talking to someone older than you, how might you talk differently? a) I would talk louder b) I would use more polite words c) I would interrupt them more d) I would ignore them	K2	CO2
4	7	The Hypodermic-Needle Theory suggests that a) Media messages have a direct and powerful effect on audiences b) Media effects are mediated by individual differences and social contexts c) Audiences actively interpret and shape media messages d) Media primarily serve to entertain and distract audiences	K1	CO1
	8	The Cultivation Theory argues that heavy television viewing can lead to a) Increased political participation b) A distorted view of reality c) Greater critical thinking skills d) Improved social integration	K2	CO2
5	9	Cognitive Dissonance Theory suggests that individuals: a) Seek out information that confirms their existing beliefs b) Are easily persuaded by any message c) Are unaware of the influence of the media on their attitudes d) Accurately assess the risks and benefits of media consumption	K1	CO1
	10	The Media Equation Theory proposes that: a) Media effects are primarily psychological b) People interact with computers and other media as if they were real people c) Media violence has a direct and immediate impact on behavior d) The effects of media are primarily social	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.	Examine the functions of communication and discuss its scope in the contemporary world.	K4	CO5
		(OR)		
	11.b.	Analyze the key elements of the communication process and explain how their effective interplay contributes to successful message transmission.		
2	12.a.	Critically analyze Aristotle's model of communication, highlighting its limitations in explaining contemporary communication scenarios.	K4	CO5
		(OR)		
	12.b.	Compare and contrast the Shannon-Weaver and Westley-Maclean models of communication, emphasizing their implications for news gathering and dissemination.		
3	13.a.	Evaluate the implications of George Gerbner's Model for understanding the impact of mass media on society.	K5	CO3
		(OR)		
	13.b.	Assess how the Multi-Step Flow Model model provides a more nuanced understanding of the communication process compared to the two-step flow model?		
4	14.a.	Compare and contrast the Media Systems Paradigm and the Information Society Theory. How do these two theoretical frameworks explain the role of media in contemporary society?	K5	CO3
		(OR)		
	14.b.	Criticize the relationship between information, power, and social change in the contemporary media age.		
5	15.a.	Propose and examine the factors that influence the selection and presentation of news by "gatekeepers" in the news diffusion process.	K6	CO1
		(OR)		
	15.b.	Discuss at least two prominent theories of media violence and their implications for understanding the relationship between media consumption and aggressive behavior.		

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	Explain how the rise of digital media has transformed the scope and nature of communication in the 21st century, focusing on its impact on journalism.	K5	CO3
2	17	Examine the role of feedback in the communication process, drawing upon relevant communication models and providing real-world examples from the field of journalism.	K4	CO5
3	18	Critically analyze Osgood's circular-interactive model, highlighting its strengths and weaknesses in explaining the dynamic nature of human communication.	K4	CO5
4	19	Elaborate the concept of "media literacy" in the context of contemporary media environments. How can individuals develop media literacy skills to critically evaluate and engage with media messages?	K6	CO1
5	20	Criticize the effects of media on children's cognitive, social, and emotional development, and analyze the role of parental mediation in mitigating potential risks.	K5	CO3