

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

**MSc DEGREE EXAMINATION DECEMBER 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**

$$(10 \times 1 = 10)$$

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following is not one of the 7 C's of communication? a) Clarity                      b) Courtesy c) Complexity                d) Completeness	K1	CO1
	2	Which type of communication involves exchange of messages within an individual's own mind? a) Group communication b) Mass communication c) Intrapersonal communication d) Interpersonal communication	K2	CO2
2	3	The Shannon and Weaver Model primarily focuses on: a) Emotional appeal          b) Transmission of messages c) Cultural context            d) Audience feedback	K1	CO1
	4	Who proposed the SMCR model of communication? a) Wilbur Schramm            b) Harold Lasswell c) David Berlo                 d) George Gerbner	K2	CO2
3	5	The Magic Bullet Theory assumes that: a) Audiences actively interpret messages b) Media messages have powerful, direct effects on people c) Media has minimal influence d) Social factors shape media impact	K1	CO1
	6	The Uses and Gratification Theory emphasizes: a) Effects of media on society b) Media's role in agenda setting c) Audience's active role in media consumption d) One-way flow of communication	K2	CO2
4	7	The Knowledge Gap Hypothesis suggests that: a) All audiences gain equal knowledge from media b) Information spreads evenly across social groups c) Information tends to benefit educated groups more d) Media eliminates social inequality	K1	CO1
	8	Who stated that "The medium is the message"? a) Denis McQuail              b) Harold Lasswell c) Marshall McLuhan          d) Wilbur Schramm	K2	CO2
5	9	The ICT plays a major role in: a) Cultural alienation b) Participatory communication for sustainable development c) Individualistic communication d) Restricting information flow	K1	CO1
	10	Participatory communication focuses on: a) Top-down communication approach b) Hierarchical communication model c) Involving communities in decision-making d) One-way message delivery	K2	CO2

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**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.	Explain the 7 C's of communication with suitable examples.	K4	CO2
		(OR)		
	11.b.	Discuss the importance and types of communication and explain how symbols and aesthetics influence communication.		
2	12.a.	Analyze the application of sudharanikaran model of communication in today's digital media context.	K4	CO2
		(OR)		
	12.b.	Explain the SMCR and Lasswell's models and discuss their functions.		
3	13.a.	Examine any two communication theories that emphasizes the role of media's influence on audience perception.	K5	CO4
		(OR)		
	13.b.	Explain the key features of uses & gratifications theory.		
4	14.a.	Evaluate normative media theories with respect to different socio-political systems.	K4	CO2
		(OR)		
	14.b.	Explain the knowledge gap hypothesis in the digital age.		
5	15.a.	Apply communication theories to real-world contexts focusing on media's role in sustainable development.	K5	CO4
		(OR)		
	15.b.	Discuss how participatory communication supports social change and sustainable development.		

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**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 the significance of non-verbal communication and analyze how semiotics enhances message understanding.	K6	CO5
2	17	Critically evaluate the any three communication models and their relevance in today's digital media environment.	K6	CO5
3	18	Discuss the theory of selective processes-exposure, perception & retention with respect to media consumption.	K5	CO4
4	19	Examine the paradigm shifts in mass communication theories with the rise of technology.	K6	CO5
5	20	Analyze the role of media and ICT in achieving Sustainable Development Goals (SDGs).	K6	CO5

Z-Z-Z END