

# **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

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

**Cont...**

**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks  $(5 \times 7 = 35)$ 

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the 7 C's of communication with suitable examples.  (OR)	K4	CO2
	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.  (OR)	K4	CO2
	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.  (OR)	K5	CO4
	13.b.	Explain the key features of uses & gratifications theory.		
4	14.a.	Evaluate normative media theories with respect to different socio-political systems.  (OR)	K4	CO2
	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.  (OR)	K5	CO4
	15.b.	Discuss how participatory communication supports social change and sustainable development.		

Cont...

**SECTION -C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks  $(3 \times 10 = 30)$ 

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