

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2025
(First Semester)

Branch – JOURNALISM & MASS COMMUNICATION
COMMUNICATION MODELS AND THEORIES

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

$(10 \times 1 = 10)$

Question No.	Question	K Level	CO
1	What are the key symbols used in communication? A. Emotions, attitudes, and behaviors B. Words, images, gestures, and sounds C. Channels, feedback, and noise D. Culture, context, and meaning	K1	CO1
2	State how organizational communication supports coordination and decision-making. A. By restricting the flow of information between departments B. By focusing only on formal written communication C. By facilitating the exchange of information that aligns goals and supports decisions D. By emphasizing top-down control over participation	K2	CO2
3	List the main components of Aristotle's Model of Communication. A. Sender, Message, Receiver, Feedback, and Noise B. Speaker, Speech, Audience, Occasion, and Effect C. Source, Encoder, Channel, Decoder, and Receiver D. Idea, Medium, Feedback, and Response	K1	CO1
4	List the main idea of the Hypodermic Needle (Bullet) Theory. A. Media communication depends on two-step feedback processes. B. Media effects occur only through interpersonal discussion. C. Media messages are directly injected into passive audiences, influencing them immediately. D. Audiences actively interpret and resist media messages.	K1	CO1
5	State how Dance's Helical Model explains the nature of communication. A. It shows that communication repeats the same pattern without change. B. It explains that communication develops over time, growing with each interaction. C. It treats communication as an isolated one-time event. D. It views communication as only verbal, excluding non-verbal elements.	K2	CO2
6	Identify what Schramm's Interactive Model emphasizes in the communication process. A. One-way message transmission without response B. The absence of context and shared meaning C. Communication as a fixed and linear process D. Feedback and shared experience between sender and receiver	K1	CO1
7	Outline how the Uses and Gratifications Theory interprets audience behavior in relation to media. A. It views audiences as passive recipients of media messages. B. It explains that audiences choose media content to meet cognitive, emotional, and social needs. C. It assumes that media effects occur automatically. D. It states that media control public perception without feedback.	K2	CO2
8	Select the main idea of the Rasa Theory as a form of communication. A. Communication occurs without audience involvement. B. Communication focuses on the logical transfer of information. C. Communication is about evoking emotional experience in the audience. D. Communication is limited to verbal symbols only.	K1	CO1
9	Identify how Selective Perception shapes audience responses to media messages. A. It ensures all audiences interpret media messages in the same way. B. It eliminates bias by encouraging neutral message processing. C. It leads audiences to interpret messages through the lens of their pre-existing opinions and values. D. It prevents emotional involvement in message interpretation.	K2	CO2

Cont...

10	What does the Diffusion of News Theory suggest about how people adopt new information? A. People adopt information in stages—awareness, interest, evaluation, trial, and adoption—through media and interpersonal influence. B. People receive and adopt information immediately after exposure. C. Adoption occurs only through direct personal experience. D. People ignore new information unless it comes from government sources.	K2	CO2
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SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	Explain the purpose and functions of communication in human life. (OR)	K2	CO1
11.b.	Discuss how verbal and non-verbal communication complement each other.		
12.a.	Apply Shannon and Weaver's model to explain how noise affects the clarity and effectiveness of online communication. (OR)	K3	CO3
12.b.	Explore how Westley and MacLean's model explains feedback in contemporary digital journalism.		
13.a.	Analyze Gerbner's model in the context of mass media's role in constructing reality. (OR)	K4	CO5
13.b.	Analyze the differences between circular and linear models in terms of feedback and meaning creation.		
14.a.	Assess the Hypodermic Needle theory to explain audience response to viral misinformation campaigns on social media. (OR)	K5	CO3
14.b.	Apply the Personal Influence theory to explain the role of influencers and opinion leaders in digital media.		
15.a.	Explain the relevance of Elisabeth Noelle-Neumann's Spiral of Silence Theory in explaining why individuals hesitate to express unpopular opinions on social media platforms. (OR)	K6	CO3
15.b.	Propose a media education program using Social Learning Theory to reduce the imitation of violent behavior among children.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Question No.	Question	K Level	CO
16	Explain McLuhan's concept of the "Global Village" and its significance in modern communication.	K2	CO2
17	Apply Berlo's SMCR model to analyze a classroom teaching situation, highlighting how source, message, channel, and receiver influence effectiveness.	K3	CO3
18	Analyze how Newcomb's ABX model explains the maintenance of social equilibrium between two communicators discussing a controversial issue.	K4	CO5
19	Prepare a communication strategy based on Uses and Gratifications theory to improve audience engagement in educational media.	K6	CO3
20	Critically evaluate how Cognitive Dissonance theory explains selective exposure and opinion reinforcement in the era of fake news.	K5	CO5