

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2022
(First Semester)

Branch – ELECTRONIC MEDIA

COMMUNICATION THEORIES

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 The word 'Communication' is derived from
 - (i) Latin
 - (ii) German
 - (iii) French
 - (iv) Arabic
- 2 Meditation is an example of
 - (i) Inter personal communication
 - (ii) Intra personal communication
 - (iii) Group communication
 - (iv) Mass communication
- 3 Communication requires a
 - (i) Sender
 - (ii) Message
 - (iii) Receiver
 - (iv) All the above
- 4 Who introduced the concept 'Noise'?
 - (i) Aristotle
 - (ii) Claude-Shannon
 - (iii) Wilbur Schramm
 - (iv) Gerbner
- 5 Haptics is the study of
 - (i) Language
 - (ii) Writing
 - (iii) Touch
 - (iv) Expressions

SECTION - B (15 Marks)

Answer ALL Questions

ALL questions carry EQUAL marks

(5 x 3 = 15)

- 6 a State the elements of Communication.
OR
b Explain the Functions of Communication.
- 7 a Demonstrate SMCR model.
OR
b Explain Defleur Model.
- 8 a Discuss the advantages of Multi step flow.
OR
b Explain Spiral of silence.
- 9 a Discuss Knowledge Gap Hypothesis.
OR
b Explain Diffusion of innovation theory.
- 10 a List out the benefits of participatory communication.
OR
b Narrate the role of communication in social emancipation .

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a. Classify Communication with examples.
OR
b Explain the barriers in communication.
- 12 a What is a communication model? Explain its functions.
OR
b Explain Lass Well's model.
- 13 a Explain social Learning theory.
OR
b State the importance of uses and gratification theory.
- 14 a Describe Normative theories of Press.
OR
b Elucidate Marxist media theory.
- 15 a Explain the role of ICT in rural development.
OR
b Discuss on any ICT project in India.

Z-Z-Z

END