

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2022
(First Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

COMMUNICATION MODELS & THEORIES

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Identify the Communication pattern which takes place within a person.
(i) Intrapersonal (ii) Group
(iii) Dyad (iv) New Media
- 2 Match Aristotle's model of Communication with one of the following.
(i) Circular (ii) Linear
(iii) Rectangular (iv) Triangle
- 3 Name the theory/model George Gerbner is associated with
(i) Magic Bullet (ii) Cultivation Analysis
(iii) Diffusion (iv) RTI
- 4 What aspect does Uses and Gratification deal with ?
(i) Media being all powerful (ii) Political domination
(iii) Audience gratification (iv) Market Forces
- 5 Choose the theory Elizabeth Noelle-Newman is associated with
(i) Spiral of Silence (ii) Management Principles
(iii) Two Step Flow (iv) Adverterre

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Sketch the attributes of interpersonal communication.
OR
b State one characteristic of audience in Mass Communication.
- 7 a Analyse Berlo's SMCR Model.
OR
b Discuss Noise in Shannon and Weaver's Model of Communication.
- 8 a Evaluate the role of opinion leaders in Two Step Flow of Communication.
OR
b Illustrate Osgood and Schramm's model of communication.
- 9 a Classify the characteristics of Diversion in Uses and Gratification Theory.
OR
b Sketch the evolution of Magic Bullet Theory.
- 10 a State the historical background of Spiral of Silence.
OR
b Explain Bandura's Social Learning Model.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Differentiate between intrapersonal and interpersonal communication.
OR
b Analyse Organisational Communication.
- 12 a Explain Shannon and Weaver's model.
OR
b Interpret the importance of Aristotle and Berlo's Models of Communication.
- 13 a Compare the general characteristics of Linear and Circular Models of Communication.
OR
b Assess the evolution of Two Step Flow of Communication from Magic Bullet Theory.
- 14 a Enumerate the features of Personal Identification and Diversion among new media audiences' gratification needs.
OR
b Elucidate the nature of Agenda Setting Theory from a Media Perspective.
- 15 a Evaluate the importance of news diffusion in the era of Digital or Online Journalism.
OR
b Develop a framework to minimize media influence on socialisation aspects of children in the age group of 0-2 years.

Z-Z-Z

END