

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2023  
(First Semester)

Branch - JOURNALISM & MASS COMMUNICATION

COMMUNICATION MODELS & THEORIES

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What is the meaning of communication? (a) A conscious attempt to share information (b) A conscious attempt to share ideas (c) A conscious attempt to share attitude with others (d) All of the above	K1	CO1
	2	Which type of model is linear model? (a) One way com (b) Two way com (c) Three way com (d) None of the above	K2	CO2
2	3	Which type of model is 'Haptics'? (a) Non Verbal (b) Verbal (c) Para language (d) Both (a) and (c)	K1	CO1
	4	Who is a communicator in transactional model? (a) The sender (b) The receiver (c) Both a and b (d) None of the above	K2	CO2
3	5	A good message should be: (a) Clear (b) Accurate (c) Appealing (d) All of the above	K1	CO1
	6	According to Agenda-Setting Theory, the media influences the public agenda by: (a) Giving more exposure to particular topics (b) Telling the audience that a topic is good or bad (c) Offering all sides and opinions of the issue (d) Polling viewers and readers about their opinions	K2	CO2
4	7	Cultivation Theory considers the media's impact on: (a) Our perceptions about the social world (b) Our beliefs about what is most important (c) Our attitudes toward social issues (d) Our willingness to act on persuasive messages	K1	CO1
	8	Noelle-Neumann sees the Spiral of Silence Theory as an all-encompassing theory of public opinion that connects the areas of social psychology, mass media, and _____. (a) Sociology (b) Persuasion (c) Organizational communication (d) Interpersonal communication	K2	CO2

Cont....

5	9	The correlation between the "television world" and reported beliefs about the world is likely to be the strongest for: (a) Heavy television viewers (b) Light television viewers (c) Children, regardless of viewing habits (d) Uneducated individuals, regardless of viewing habits	K1	CO1
	10	Communication via New media such as computers, teleshopping, internet and mobile telephony is termed as (a) Entertainment (b) Interactive Communication (c) Development Communication (d) Communication	K2	CO2

**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.	Compare Intrapersonal, Interpersonal and Group Communication.	K4	CO1
		(OR)		
2	11.b.	Explain the functions of Communication.	K5	CO2
	12.a.	Assess Aristotle's Model of Communication.		
3		(OR)	K4	CO3
	12.b.	Dissect SMCR model.		
4	13.a.	Compare two step and multistep model of Communication.	K5	CO4
		(OR)		
5	13.b.	Examine the Role of Opinion Leader in Multistep Model of Communication.	K4 & K5	CO5
	14.a.	Evaluate George Gerbners Model of Communication.		
1		(OR)	K5	CO5
	14.b.	Explain the features of Uses and Gratification Theory.		
2	15.a.	Explain Media Equation Theory.	K5	CO5
		(OR)		
3	15.b.	Analyze the Theories of Press and Children?		

**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	Discuss different Dimensions of Communication?	K6	CO4
2	17	Elaborate and Discuss Different Linear Communication Models?	K6	CO4
3	18	Discuss different types of Circular Models of Communication?	K6	CO4
4	19	Discuss and compare Agenda Setting Theory with Frame Analysis Theory?	K6	CO4
5	20	Discuss long term and short-term effects of Communication by giving suitable communication theories.	K6	CO4