

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**MA DEGREE EXAMINATION MAY 2018
(First Semester)**

Branch – **JOURNALISM & MASS COMMUNICATION**

COMMUNICATIONS MODELS & THEORIES

Time: Three Hours

Maximum: 75 Marks

Answer **ALL** questions
ALL questions carry **EQUAL** marks

- 1 a Describe the contribution of Lasswell's model to communication.
OR
b Discuss SMCR linear model with necessary sketch.
- 2 a Explain the Schramm's circular model of communication.
OR
b Explain Fisher's model of group communication.
- 3 a Explain in detail the revolutions of human communication in modern society.
OR
b Describe the positive and negative aspects of social learning theory.
- 4 a Explain the characteristics of non-verbal communication and how will you prove that it is powerful than the verbal communication.
OR
b Elaborate the functions of white's gatekeeper's theory in selection of news in media.
- 5 a Distinguish the free market model and public share model of media regulations.
OR
b Elaborate the new media concepts, application and approaches towards paradigm shift communication theory.

Z-Z-Z

END