

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2018
(First Semester)

Branch – JOURNALISM & MASS COMMUNICATION

MEDIA, SOCIETY & CULTURE

Time: Three Hours

Maximum: 75 Marks

Answer ALL questions

ALL questions carry EQUAL marks

- 1 a Describe Berlo's contribution to communication.
OR
b Discuss SMCR linear model with necessary sketch.
- 2 a Briefly explain the basic psychology of active and passive audience.
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 importance of media in contemporary modern society.
- 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 influence of media and politics in Tamilnadu.
- 5 a 'Religious communication creates conflicts in the society'- Critically analyse the statement.
OR
b How do you see 'Digital India' after a decade period?

Z-Z-Z

END