

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

**MSc DEGREE EXAMINATION MAY 2018
(Second Semester)**

Branch - ELECTRONIC MEDIA

COMMUNICATION THEORIES

Time: Three Hours

Maximum: 75 Marks

Answer ALL questions
ALL questions carry EQUAL marks

- 1 a Exemplify the role and functions of Communication in the Indian society in the light of sociological dimension.
OR
b Elaborate the role of Communication in moulding public perception with recent examples.
- 2 a Exemplify Shannon & Weaver, Westley & Maclean's model of Communication and discuss the similarities and differences of the models.
OR
b Elaborate Gerbner and Jackobson's models of Communication with illustrations.
- 3 a Discuss the key points of 'Uses and gratifications theory' and explain its implications on the users with examples.
OR
b Discuss the key elements of agenda setting theory with suitable examples.
- 4 a Elucidate the key elements of diffusion and innovation theory.
OR
b Describe the contemporary trends and approaches in communication theories.
- 5 a Elaborate the positive outcomes of Kheda Communication project with examples in the context of sustained development.
OR
b Describe the key components of participatory theory with suitable examples.

Z-Z-Z

END