

M.A. DEGREE EXAMINATION, NOVEMBER 2019
I Year I Semester
Principles of Communication

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. Define Communication.
2. Linguistic barriers.
3. Semantic.
4. Feedback.
5. Gate keeping.
6. Inverted pyramid.
7. Intrapersonal communication.
8. Two step flow theory.
9. Audience.
10. Public opinion.
11. Channel
12. Define Mass media.

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. What are the major functions of communication?
14. Write a short note on the elements of communication process.
15. Explain Wilbur Schramm model of communication.
16. Elaborate hypodermic needle theory.
17. Explain Authoritarian theory.
18. Define barriers and explain the different types of barriers in communication.
19. Write about the different types of communication.

Section C ($3 \times 10 = 30$) Marks

Answer any **THREE** questions

20. Write down the importance of 7CS in the mode of communication.
21. What are the levels of communication? Explain it with suitable examples.
22. Briefly explain the SMCR model of communication.
23. Explain Agenda setting and Uses and Gratification theory.
24. Describe the four theory of press.

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