

M.A. DEGREE EXAMINATION, APRIL 2020
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. What is dyadic communication?
3. What is the difference between denotation and connotation?
4. Write the responsibilities of a sender.
5. Write Lasswell model of communication.
6. What is circular model of communication?
7. Who are known as opinion leaders?
8. What does Uses and gratification mean?
9. Is it important to know public opinion?
10. What is free press theory?
11. How information overload is a barrier to communication?
12. What is Occasion in Aristotle communication Model?

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

Answer any **FIVE** questions

13. What are the advantages and disadvantages of group communication?
14. Write the importance of feedback in a communication process.
15. Explain the importance of gatekeeping in the news process.
16. What is Magic bullet theory? Why it is called so?
17. What are the strengths and weaknesses of Libertarian theory?
18. Explain noise, channel noise and semantic noise with example.
19. Differentiate between oral and written communication.

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

Answer any **THREE** questions

20. Elaborate on the functions of communication.
21. Explain communication is a process.
22. Draw and explain Gerbners model of communication.
23. Explain about light viewer, medium viewer and heavy viewer.
24. List out the major features of Social responsibility theory.

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