

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)  
Chromepet, Chennai — 600 044.**

**M.A. END SEMESTER EXAMINATIONS APRIL - 2022**

**SEMESTER - I**

**21PJCCT1001 - Communication Theories**

**Total Duration : 3 Hrs.**

**Total Marks : 60**

**Section A**

Answer any **SIX** questions ( $6 \times 5 = 30$  Marks)

1. Give a short note on Functions of Communication.
2. Briefly explain the Rhetoric Model of Communication.
3. What is yellow journalism and illustrate the rise of yellow journalism?
4. What do you mean by knowledge gap and explain?
5. Define mass communication and elucidate the importance of Mass Communication.
6. Describe gate keeping model with example.
7. Write a short note on Propaganda theory.
8. Explain uses and gratification theory.

**Section B**

**Part A**

Answer any **TWO** questions ( $2 \times 10 = 20$  Marks)

9. Define communication and explain the dimensions of communication.
10. Explain SMCR model of communication.
11. Describe the Noam Chomsky's Theory in detail.
12. Explain two Sociological Communication Theories.

**Part B**

Compulsory question ( $1 \times 10 = 10$  Marks)

13. What is Film Review and write the film review with some theoretical perspective of the movie you recently watched?

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