

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 NOVEMBER - 2022

SEMESTER - I

21PJCCT1001 - Communication Theories

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section A

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

1. Describe the process of communication.
2. Illustrate Shannon weaver mathematical model of communication.
3. Relate early propaganda theory with modern propaganda theory.
4. Classify the social learning theories in detail.
5. Explain about media and children socialization.
6. Relate Uses and gratification theory with present media and society.
7. Explain new comb's model of communication.
8. Infer medium is the message.

Section B

Part A

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

9. Show how has yellow journalism affected the face of news media.
10. Classify group communication in details with example.
11. Examine Aristotle's rhetoric model of communication with suitable examples.
12. Evaluate the Role of Ideologies in Understanding the Mass Media.

Part B

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

13. Examine how does media deliver news with reference to magic bullet theory.

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