

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 - 2023

SEMESTER - I

21PJCT1001 - Communication Theories

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. State the characteristics of mass communication.
2. Describe Interactive model of communication.
3. Apply Limited Effects Theory to the election campaign of Erode.
4. Explain Knowledge Gap Theory.
5. Explain medium is the message.
6. Classify the types of group communication.
7. Explain the components of Newcomb's model.
8. Examine why people are remain silent when majority of people have different opinion.

Section C

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

9. Describe the various functions of communication.
10. Explain Gerbner's model of communication.
11. Examine the reason for the growth of yellow journalism.
12. Examine Normative theories of press.

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

13. Examine the theories which are related to media violence.
