

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.

B.Sc.(Viscom) END SEMESTER EXAMINATIONS APRIL-2023

SEMESTER - II

22UVSCT2003 - Models and Theories of Communication

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section A

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

1. What is Charles Osgood Model?
2. Interpret Uses and Gratification Theory with your personal experience.
3. Relate Frankfurt School with cultural studies.
4. Show with appropriate examples that media do social construction.
5. Describe about Hypodermic Needle theory.
6. Classify Cultivation Theory.
7. Medium is the message. Interpret this theory with references.
8. Diagnose the advantages of Networked Societies.

Section B

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Describe any 3 Models of Communication with illustrations.
10. Appraise few Psychological Theories related to media.
11. Impact of Media is powerful. Justify with relevant examples.
12. Relate Birmingham School and cultural theories with suitable examples.
13. Critically analyse few New Media Theories with examples.
