

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 - 2024

SEMESTER - II

**22UVSCT2003 - Models and Theories of Communication**

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

### **Section B**

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

1. Illustrate and explain the Helical model of communication.
2. Identify the relevance of cultivation theory in today's context.
3. Analyze the Birmingham school of thought.
4. Interpret the hot and cool media.
5. Summarize the interactive model of communication.
6. Inspect the spiral of silence theory.
7. Identify the role of hegemony in communication.
8. Explain the statement "The Medium is the Message" by Marshal Mehan.

### **Section C**

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

9. Construct George Gerbener's model as a tool of communication.
10. Explain all the aspects of SMCR Model in detail with examples for every aspect.
11. Assess the normative theories of press.
12. Assume the role of agenda setting theory among well informed mass and associate that with the public sphere concept.
13. Compose an essay as a reflection on the medium theory.

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