

11063

M.A. DEGREE EXAMINATION, NOVEMBER 2016.

FIRST SEMESTER

Journalism and Mass Communication

Paper III – COMMUNICATION THEORIES AND MODELS

Time : Three hours

Maximum : 75 marks

(No additional sheet will be supplied)

PART A — (5 × 3 = 15 marks)

Answer any FIVE questions.

www.kvrssgroup.com
Each question carries 3 marks.

Each answer should not exceed 1 page.

1. Non-verbal communication
2. Folk media
3. Source credibility
4. Shannon and weaver model
5. Two-step flow of communication
6. Magic bullet theory
7. Development communication
8. Gate-keeping

www.upiqbank.com
PART B — (4 × 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. Explain various kinds of communication with examples.

Or

10. Discuss the characteristics of the print and electronic media.
11. Describe any two models of communication.

Or

12. Explain media convergence and its impact on the print and electronic media.

13. Discuss the cognitive dissonance theory as a psychological approach to communication.

Or

14. Explain any two normative theories of the press.

15. What is Johari window? Explain.

Or

16. How is oral communication important in the present day context?

