M.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2015.

FIRST SEMESTER

Master of 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.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. Characteristics of Radio.

2. Source Credibility.

3. Development communication.

4. Media Convergence.

5. Space Communication.

6. Growth of FM Radio.

7. Non-verbal communication.

8. Types of Films.

PART B — (4 × 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. Discuss in detail the barriers to communication.

Or

10. Define communication. Explain various types of communication with examples.

11. Examine any two theories of communication process.

Or

12. How non-linear models of communication is different from linear models? Explain.

13. Explain the process of gate keeping with the support of Gerbner's model.

Or

14. Discuss the significance and uses of gratification theory in the present day context.

15. Distinguish between verbal and non-verbal communication.

Or

16. Explain Berger's uncertainty reduction theory.

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