Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov/Dec – 2018**

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| **Code :** | **17MC2004** | **Duration :** | **3hrs** |
| **Sub. Name :** | **COMMUNICATION THEORIES** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Distinguish a model from theory with an example. | CO1 | 10 |
| b. | Trace the evolution of communication theories in developing countries. | CO2 | 10 |
| (OR) | | | | |
| 2. | a. | Differentiate Normative theories from other types of theories and classify them. | CO2 | 10 |
| b. | Elaborate the different phases of research that lead to the formation of a theory with an example. | CO2 | 10 |
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| 3. | a. | Discuss in detail the elements of Dance Helical Model. | CO1 | 10 |
| b. | Discuss the various components of “Shannon and weaver’s model with special reference to (i) Entropy (ii) Redundancy (iii) Noise  (iv) Channel capacity | CO2 | 10 |
| (OR) | | | | |
| 4. | a. | Illustrate Gestalt theory of visual perception with diagrams. | CO3 | 10 |
| b. | Elaborate the concept of Information design and discuss its application in Visual Communication. | CO3 | 10 |
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| 5. | a. | Elaborate on the Formation of Public Opinion. | CO2 | 10 |
| b. | Spiral of Silence is the out of the Present Society – Assess. | CO3 | 10 |
| (OR) | | | | |
| 6. | a. | News is what Newsman says, “Evaluate this statement in terms of Gate Keeping theory”. | CO2 | 10 |
| b. | Distinguish semiotics from semantics. | CO3 | 10 |
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| 7. | a. | What is Selective Exposure and Retention theory? Elaborate. | CO2 | 10 |
| b. | Explain Hyperdemic Needle theory of effect of Communication. | CO3 | 10 |
| (OR) | | | | |
| 8. | a. | Evaluate the use of Development Participatory theory. | CO2 | 10 |
| b. | Assess the Uses and gratification theory. | CO3 | 10 |
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|  | | **Compulsory**: |  |  |
| 9. | a. | Examine the role of Innovation Diffusion theory in the field of development. | CO3 | 10 |
| b. | NWICO is the significant effect of the advancement of Information Technology- Assess. | CO3 | 10 |