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



**End Semester Examination – Nov/Dec– 2017**

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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. | Communication Theories predict the future behavior of media. Substantiate. | CO1 | 10 |
| b. | Discuss the relevance of western theories in Indian context. | CO3 | 10 |
| (OR) | | | | |
| 2. | a. | Amplify the role of Television in shaping positive attitude among people? | CO4 | 10 |
| b. | Has film subjected to promote violence in society? – Build your views. | CO3 | 10 |
|  |  |  |  |  |
| 3. | a. | Analyse 'communication dissemination in India' | CO2 | 10 |
|  | b. | Illustrate and explain Hyperdemic Needle theory in detail. | CO6 | 10 |
| (OR) | | | | |
| 4. | a. | Substantiate SMCR model of communication. | CO1 | 10 |
|  | b. | Illustrate and explain Maslow’s theory. | CO3 | 10 |
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| 5. | a. | Examine the relationship between ownership and public opinion. | CO2 | 10 |
|  | b. | Illustrate the formation of public opinion with the help of Agenda setting theory. | CO4 | 10 |
| (OR) | | | | |
| 6. | a. | Illustrate the finer points of cultivation theory. | CO5 | 10 |
|  | b. | Illustrate the gate keeping process of media with the help of spiral of silence theory. | CO4 | 10 |
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| 7. | a. | Draw a mind map of human thinking and communication. | CO3 | 10 |
|  | b. | Bring out the elements of Gestalt theory of Visual Communication. | CO1 | 10 |
| (OR) | | | | |
| 8. | a. | Crtically examine the political dimensions of communication. | CO2 | 10 |
|  | b. | Examine the arguments of NWICO and their consequences. | CO1 | 10 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. | a. | Who are opinion leaders? Give an example in relation to multi-flow step of communication. | CO1 | 4 |
|  | b. | Elucidate the dynamics of society change when technology changes. | CO5 | 8 |
|  | c. | Elaborate knowledge gap theory and suggest how the gap can be closed with context to India. | CO6 | 8 |

ALL THE BEST