

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 2025

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. Describe Dance's Helical Model.
2. What are the key features and limitations of the uses and Gratifications Theory in understanding audience behavior?
3. Elucidate Agenda Setting Theory.
4. Define Culture. Explain Hegemony in cultural studies.
5. Mention two new media theories.
6. Discuss the cognitive Dissonance Theory and its relevance to media effects. How do people experience cognitive dissonance when exposed to Media messages that contradict their existing attitudes or beliefs?
7. Illustrate the Two step flow theory.
8. Explain Diffusion of innovation.

Section C

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

9. Explain SMCR Model of communication.
10. Illustrate the selective perception and how does it influence the way people interpret Media message?
11. Elucidate the Normative theories of press.
12. Describe McLuhan's Cultural theory in detail.
13. Write a detailed account on social constructionism?
