

Roll.No.

22UVSCT2003

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 - NOVEMBER 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. Define Aristotle's concept of Rhetoric in communication.
2. Apply the Shannon-Weaver model to explain how noise affects digital communication.
3. Analyze the differences between Technology determinism Vs Social determinism.
4. How can Uses and Gratification Theory be applied to study students' use of social media?
5. What is the Two-Step Flow Theory of communication?
6. Compare the Cultivation Theory and Agenda Setting Theory in terms of their assumptions about media power.
7. Illustrate with an example how McLuhan's phrase "The Medium is the Message" can be observed in today's media.
8. Evaluate the relevance of Social Constructionism in the context of today's digital media environment.

Section C

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

9. Apply Westley and MacLean's model to explain the role of feedback in today's news media environment.
10. Analyze how Gatekeeping theory operates in social media compared to traditional journalism.
11. Evaluate the strengths and limitations of Cultivation Theory in explaining the influence of television on audiences.

Contd...

12. Analyze the contributions of the Frankfurt School (Adorno, Horkheimer, Habermas) in shaping critical perspectives on media and culture.
13. Design a research framework to study the impact of digital media on the diffusion of innovations, and evaluate how social and technological determinism influence such adoption.
