LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Voc. DEGREE EXAMINATION – **DIGITAL JOURNALISM**

SECOND SEMESTER – **APRIL 2022**

PDJ 2501 – THEORIES OF COMMUNICATION

Date: 15-06-2022 Dept. No. Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A

Answer ALL the Questions **(10 x 2 = 20 Marks)**

1.	Define group communication.
2.	Recall any one definition of communication.
3.	Write a note on feedback.
4.	Describe Newcomb's model of communication.
5.	Describe 'gratification'.
6.	Sketch out two-step flow theory.
7.	Explain cultural approaches to media.
8.	Name any two scholars from Toronto School of Communication.
9.	What is functionalism?
10.	Describe neo-marxism.

SECTION B

Answer any FIVE of the following in 150 words **(5 x 8 = 40 Marks)**

11.	Explain persuasive model of public communication.
12.	Explain SMRC model of communication.
13.	Define interpersonal communication and explain its stages.
14.	Explain Agenda setting theory with suitable example.
15.	What are the contributions made by Walter Benjamin to the field of communication?
16.	Explain Mc Luhan's understanding of media.
17.	Explain the barriers of communication.

SECTION C

Answer any TWO of the following in 250 words **(2 x 20 = 40 Marks)**

18.	Discuss uses and gratification theory.
19.	Explain different types of non-verbal communication.
20.	Define Marxism and explain how it is applicable to media today.

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