I. Answer the following in one/two words or in one/two sentences

1. Message
2. ‘Communication is the mechanism through which human relations exist and develop’ - proposed by ---------------
3. Name the author of the book, 'The Silent Messages'.
4. Eye behaviour
5. Para Language
6. C S Pierce
7. Noise
8. ‘The spiral of silence’, theory was proposed by ------------------
9. Public Opinion
10. Persuasion

10x1=10 Marks

II. Answer any eight questions, each in about 60 words.

11. Semiotics
12. Propaganda
13. Public Sphere
14. Target Audience
15. Hypodermic Needle Theory
16. Gate Keeping
17. Two-Step Flow Theory
18. Catharsis
19. Attitudinal change through communication
20. Selective exposure
21. Reinforcement
22. Opinion Leader

8x2=16 Marks
III. Answer any six questions, each in about 120 words.

23. Explain the effects of media on education.
24. Briefly explain agenda setting theory.
25. Elucidate Balance Theory
26. Briefly explain Multi-step flow theory
27. What are the functions of Mass Media?
28. Briefly explain the term ‘development communication’.
29. Cognitive Dissonance Theory
30. Social Learning Theory
31. Media Literacy

6x4=24 Marks

IV. Write Long essays on any two of the following questions.

32. Explain the normative theories of the press.
33. Discuss the theories of Media Effects and Media Use.
34. Discuss the classification of Media Audience and how they operate in a mass media environment.
35. ‘Mass Media can ignite public conscience in any social issue.’ Discuss this statement and elucidate your arguments with the help of theories in communication.

2x15=30 Marks