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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 08 – 01- 2025 **Time:** 01:00 pm – 04:00 pm |

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| --- | --- | --- |
| **School:** School of Media Studies | **Program:** BAJMC | |
| **Course Code :** BAJ1012 | **Course Name :** Introduction to Communication Models | |
| **Semester**: I | **Max Marks**: 100 | **Weightage**: 50% |

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| --- | --- | --- | --- | --- | --- |
| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | 10 | 10 | 40 | 40 |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 2marks. 10Q x 2M=20M** | | | | |
| **1** | What is meant by the scope of communication? | **2 Marks** | **L1** | **CO1** |
| **2** | Identify the key facets of communication and briefly explain their significance. | **2 Marks** | **L2** | **CO2** |
| **3** | Explain Harold Lasswell’s model of communication and its practical application. | **2 Marks** | **L1** | **CO1** |
| **4** | How do kinesics contribute to non-verbal communication? | **2 Marks** | **L1** | **CO2** |
| **5** | What are the key elements of Osgood’s circular model of communication? | **2 Marks** | **L2** | **CO1** |
| **6** | Discuss the concept of multi-step theory in mass communication. | **2 Marks** | **L1** | **CO2** |
| **7** | Mention two advantages of group communication in mass media. | **2 Marks** | **L2** | **CO1** |
| **8** | How does Wilbur Schramm’s model emphasize feedback in communication? | **2 Marks** | **L1** | **CO2** |
| **9** | Describe the role of cultivation theory in media effects studies. | 2 Marks | L2 | CO1 |
| **10** | Explain the functions of mass communication in a multicultural society. | 2 Marks | L1 | CO2 |

**Part B**

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| **Answer the Questions Total 80 Marks.** | | | | | |
| **11.** |  | Analyze the barriers to effective communication and suggest strategies to overcome them in media practices. | **20 Marks** | **L3** | **CO3** |
| **Or** | | | | | |
| **12.** |  | Compare Shannon and Weaver’s model with Lasswell’s model. Discuss their strengths and weaknesses. | **20 Marks** | **L3** | **CO3** |
|  |  |  |  |  |  |
| **13.** |  | Explain the role of verbal, non-verbal, and visual elements in group communication. Provide relevant examples. | **20 Marks** | **L4** | **CO4** |
| **Or** | | | | | |
| **14.** |  | Discuss the uses and gratification theory and its impact on audience engagement in modern media. | **20 Marks** | **L4** | **CO4** |

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| **15.** |  | Evaluate the influence of mass communication on public opinion formation and societal behavior. | **20 Marks** | **L3** | **CO3** |
| **Or** | | | | | |
| **16.** |  | How does Neuman’s "spiral of silence" model apply to contemporary political communication? | **20 Marks** | **L3** | **CO3** |

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| **17.** |  | Examine the importance of visual storytelling in films, and how it affects the communication process. | **20 Marks** | **L4** | **CO4** |
| **Or** | | | | | |
| **18.** |  | Propose a communication model to address the challenges of intercultural communication in global media organizations. | **20 Marks** | **L4** | **CO4** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***