



Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – M.Sc.(MSJ)-2024

Course Name – Communication Models and Theories

Course Code - MSJ10101

(Semester I)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Define communication.
 - a) Exchange of thoughts
 - b) Sharing of resources
 - c) Buying goods
 - d) Physical movement
- (ii) How does intrapersonal communication take place?
 - a) Between two people
 - b) Within oneself
 - c) In a group
 - d) Through media
- (iii) Name the type of communication used in a lecture hall.
 - a) Interpersonal
 - b) Intrapersonal
 - c) Group
 - d) Mass
- (iv) Relate the importance of communication in society.
 - a) Promotes isolation
 - b) Facilitates interaction and change
 - c) Leads to confusion
 - d) Enhances barriers
- (v) Illustrate the importance of feedback in communication models.
 - a) Feedback helps control conversation
 - b) Feedback distorts communication
 - c) Feedback is unnecessary
 - d) Feedback only applies to mass media
- (vi) Outline the key components of a basic communication model.
 - a) Sender, Channel, Receiver
 - b) Message, Receiver, Noise
 - c) Feedback, Noise, Channel
 - d) Sender, Receiver, Environment
- (vii) Translate the concept of noise in communication into practical examples.
 - a) Loud background sounds
 - b) Clear message delivery
 - c) Instant feedback
 - d) Channel selection
- (viii) Apply Aristotle's model of communication to a public speech scenario.
 - a) Interactive model
 - b) Linear model
 - c) Helical model
 - d) Transactional model
- (ix) Experiment with the use of Dance's helical model in a learning environment.

- a) Circular process
c) Continuous and evolving process
- b) Linear process
d) Two-way process
- (x) Choose the focus of Riley and Riley's model of communication.
a) Focuses on media
b) Focuses on social systems
c) Focuses on noise
d) Focuses on interaction
- (xi) Classify the Libertarian Media Theory under its core belief about media freedom.
a) Media should be controlled by the state
b) Media should be free from any control
c) Media should promote government agendas
d) Media should serve as a watchdog of the government
- (xii) Explain which theory best describes the relationship between media content and audience's personal needs.
a) Cultivation Theory
b) Uses and Gratification Theory
c) Agenda Setting Theory
d) Bullet Theory
- (xiii) Categorize the Theory of Cognitive Dissonance. Which aspect does it primarily address?
a) Audience activity
b) Media effects
c) Psychological discomfort from conflicting ideas
d) Direct media influence
- (xiv) Conclude from the Two-Step Flow Theory what role opinion leaders play.
a) Mass media directly influences all individuals
b) Opinion leaders filter media messages for the public
c) Media has no role in shaping opinions
d) Media influence is always negative
- (xv) Contrast Authoritarian and Social Responsibility Theories.
a) Both advocate media freedom
b) Authoritarian emphasizes state control, Social Responsibility emphasizes ethical content
c) Both advocate for state control of media
d) Authoritarian supports free press

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Identify the key components of David Berlo's SMCR model of communication. (3)
3. Build an argument supporting the relevance of the Two-Step Flow of communication in today's digital age. (3)
4. Choose one form of mass communication and explain its impact on society. (3)
5. Explain the importance of studying communication models. (3)
6. Explain the importance of feedback in communication models. (3)

OR

Categorize the different types of communication barriers.

(3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Compare Aristotle's model and Shannon and Weaver's model in terms of their communication processes. (5)
8. Analyze the Dance's Helical model with example. (5)
9. Demonstrate how the Theory of Cognitive Dissonance can be applied in real-world scenarios. (5)
10. Contrast the Authoritarian media theory with the Social Responsibility Theory in their approaches to media regulation. (5)
11. Predict the long-term effects of cultivation theory on younger audiences who consume violent media. (5)
12. Explain the importance of context in understanding communication. (5)

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OR

Explain the role of cultural differences on communication.

(5)

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