



Register Number:

Date: 17-10-19

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
MA Advertising and Public Relations – I SEMESTER
SEMESTER EXAMINATION: OCTOBER 2019
APR 7119: COMMUNICATION THEORIES AND PRACTICES

Time: 2 ½ hrs

Max Marks: 70

(Write the answers clearly, precisely, and to the point. Answers submitted in point form will not be marked.)

This paper contains ONE printed page and TWO parts

Please note:

- Write clearly and legibly
- Please write the correct question numbers in the margins
- Read and understand the question carefully. Start answering only after that.
- After completing the paper, please read your own answers
- This question paper has only ONE Page and TWO parts

I. Write any FIVE short notes in about 150 words each

(5 x 5 = 25)

1. Age of signs and symbols
2. Psychological noise
3. Development Communication Theory
4. Age of digital communication
5. Aristotelian model of communication
6. Public communication
7. Mathematical model of communication

II. Answer any THREE essays in about 450-600 words each

(3 x 15 = 45)

8. Compare and contrast Authoritarian Theory of the press with the Libertarian Theory
9. Within the framework of Social Responsibility Theory, analyse the current Indian media scenario
10. Enlist and enumerate various types of communication
11. What are the characteristics of Mass Communication? Explain with the help of various platforms.
12. Differentiate between Interpersonal and Group communication. Explain the merits and demerits.