



Register Number:
DATE:5-1-2021

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 560027
M.A ADVERTISING & PUBLIC RELATIONS – I SEMESTER
SEMESTER EXAMINATION, JANUARY – 2021
APR 7120 – COMMUNICATION THEORIES AND PRACTICES

Time: 2 ½ hrs

Max Marks: 70

This question paper has ONE printed page and TWO parts
(Write the answers clearly, precisely, and to the point. Answers submitted in point form will not be marked.)

I. Write short notes on ANY FIVE of the following in about 200 – 250 words.

(5 x 10 = 50)

1. Shannon and Weaver model of Communication
2. Describe and explain all six normative theories of the Press
3. Noise in communication. Give appropriate examples
4. Representation of gender in Advertising
5. Corporate news media
6. Non-verbal communication. Name 5 types and their functions using appropriate examples
7. Uses and gratifications theory

II. Answer ANY ONE of the following in about 400 – 450 words

(1 x 20 = 20)

8. Do you believe that censorship of cultural products such as advertising or film impinges on the freedom of expression of individuals in a State? Agree or disagree with suitable examples from the contemporary mediascape.
9. What role do you think social media has in a democratic nation such as India? Write your opinion using the December 2020 farmers' protest as an example.

APR-7120-A-20