



# THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2<sup>nd</sup> Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

## Backlog Arrear Examination, March 2021

**Course Code: BVC 2428**

**Max: 75**

**Course Title: Theories of Communication**

**Time: 3 Hrs**

**Answer any FIVE of the following questions:**

**5x15=75**

1. Explain the elements of communication.
2. Explain the main principles of Marxist theory.
3. Discuss theories of persuasion.
4. Explain cultivation theory.
5. Explain normative theories of communication.
6. Define media audience. Explain the types of media audience.
7. Write an essay on development theory.