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School of Liberal Education

**Bachelor of Arts in Journalism and Mass Communication
Mid Term Examination - Nov 2023**

**Duration : 90 Minutes
Max Marks : 50**

Sem III - K2UA308T - Strategic CommunicationGeneral Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Explain what the SAMM Model stands for and outline its primary elements. K2 (2)
- 2) Name the theory that focuses on persuasive language. K1 (3)
- 3) Explain the concept of strategic communication. Provide an example of how it differs from other forms of communication. K2 (4)
- 4) Compare the role of strategic communication in internal and external contexts of an organization. K2 (6)
- 5) Apply the Audience Perception Theory to describe how different age groups might perceive a new technology product. K3 (6)
- 6) Identify and explain the concept of strategic communication with respect to its broader communication counterparts. K3 (9)
- 7) Analyze the role of a comprehensive code of conduct in guiding ethical behavior within strategic communication teams. K4 (8)
- 8) The Narrative Paradigm by Walter Fisher suggests that humans are natural storytellers and that persuasive messages are effective when presented in a coherent and relatable narrative form. Analyze how this theory can be employed in crafting a strategic communication campaign to raise awareness about an environmental issue. Provide examples of how narrative elements can be used to engage and mobilize audiences. K4 (12)

OR

- Compare and contrast the Transmission Model and the Interactive Model of communication, highlighting which model provides a more accurate representation of real-world communication processes and why. K4 (12)