

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – APRIL 2010

VC 5512 - MASS COMMUNICATION THEORIES

Date & Time: 29/04/2010 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART – A

Give brief answers to ALL the following questions in 50 words each (10 X 2 = 20 marks)

01. Media Discourse.
02. Culture.
03. Alternative Paradigm.
04. Media Saturation.
05. Cultivation Theory.
06. Media Rhetoric.
07. Postmodernism.
08. Hegemony.
09. Characteristics of Mass Audience.
10. Dominant Ideology.

PART – B

Write short notes on ANY FIVE of the following questions in about 200 words each.

(5 X 8 = 40 marks)

11. Discuss the significance of Media theories.
12. Compare and Contrast Mass Culture and Popular Culture.
13. Almost all the television soaps are targeted towards female audience. Comment.
14. What are the social functions of Media?
15. "Sensationalism is a byproduct of News". Do you agree? Explain your position.
16. Explain Uses & Gratification Theory with examples.
17. Discuss the Levels of Communication with a diagram.

PART – C

Write essay on ANY TWO of the following in about 400 words each. (2 X 20 = 40 marks)

18. Elaborate the concept of Dominant Paradigm with contemporary examples.
19. Discuss the four models of communication in detail.
20. "Late night television crime based shows subtly cultivates fear in the audience mind" Do you agree with this statement? Argue with the help of Gerbner social theory.
21. A. Explain the normative theories of media. B. Explain hyperdermic needle model.

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