



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Sc. DEGREE EXAMINATION - VISUAL COMMUNICATION**

**SECOND SEMESTER – APRIL 2013**

**VC 2816 - MEDIA TECHNOLOGIES**

Date : 02/05/2013

Dept. No.

Max. : 100 Marks

Time : 9:00 - 12:00

**PART-A**

Answer all the following in around 50 words each

10x2=20

1. Media Dependency Theory
2. New Media
3. Linear Model
4. Framing
5. E-Marketing
6. Spiral of Silence
7. Live streaming
8. Database Management System
9. Uses and Gratification Theory
10. Technical constraints

**PART-B**

Answer any FIVE of the following in around 200 words each

5x8=40

11. What is Information flow? Explain.
12. Explain the eight major information system responsibilities in detail.
13. Explain Cultivation theory from effect perspective.
14. What are the different types of communication channels?
15. What is Agenda setting theory? Explain in detail
16. Explain how Online information is managed and How the information can be retrieved?
17. Elaborate on Decentralised Approach to DBMS.
18. Write about media convergence.

**PART-C**

Answer any two of the following in around 400 words each

2x20=40

19. Explain the Generation and Diffusion Patterns of Information.
20. Explain in detail the Barriers of Communication
21. Explain how E-Governance and E-Marketing work, in detail.
22. Discuss the present day visual culture in India.

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