



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

**B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION**

**FOURTH SEMESTER – APRIL 2015**

**VC 4508/VC 5516/VC 5512 - COMMUNICATION THEORIES**

Date : 18/04/2015  
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART – A**

Give brief answers to **ALL** the following questions in 50 words each:

**(10 X 2 = 20)**

01. Lasswell.
02. Magic bullet theory
03. Propaganda
04. Spiral of silence
05. SMCR model
06. Hot media
07. Two step flow model
08. Reinforcement
09. Wilbur Schramm
10. Global village

**PART – B**

Write short notes on **ANY FIVE** of the following questions in about 200 words each. **(5 X 8 = 40)**

11. Elucidate diffusion of innovation theory with illustration.
12. Differentiate between theories and models with examples.
13. Write about social responsibility theory.
14. Write a note on media dependency theory.
15. Explain the process of Perception.
16. Why is the study of theories of communication essential in mass communication?
17. Discuss the theories of Propaganda.

**PART – C**

Write essay on **ANY TWO** of the following in about 400 words each.

**(2 X 20 = 40)**

18. Critically analyze the relevance of agenda setting theory in the present context of well-informed society.
19. Charles Wright said that “Mass communication plays a vital part in the complex process of socialization especially in societies where the mass media are ubiquitous.” Do you agree with his statement? Argue.
20. Analyze in detail the contributions of 'Normative theories'.
21. Discuss the following in detail with examples:
  - a) Cultivation theory
  - b) Catharsis.

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