

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2016

VC 1506/VC 1504/VC 1502 – HUMAN COMMUNICATION

Date: 02-05-2016

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART – A

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

(10 x 2 = 20)

01. Linguistics
02. Groupthink
03. Perspective
04. NVC
05. Communication Patterns
06. Petroglyphs
07. Social Media
08. Diphthong
09. Group Dynamics
10. Phatic Communication

PART – B

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

(5 x 8 = 40)

11. Explain the functions and scope of communication.
12. Write a note on eight postulations of communication.
13. "Language is the blood of the soul into which thoughts run and out of which they grow." Do you agree? Argue.
14. Discuss the various barriers of communication with examples.
15. Write a short note on Intrapersonal communications and its dynamics.
16. Elucidate the perception and its process with examples.
17. "Public communication is always troublesome" Explain.

PART – C

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

(2 x 20 = 40)

18. Elucidate the different types of communication with examples.
19. Elaborate in detail the different types of non-verbal communication with suitable example.
20. Discuss in detail the influence communication technologies on culture and communication.
21. Explain the following with examples.
 - a. Listening
 - b. Body Language
 - c. Noise
 - d. Human Communication

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