



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2016

VC 1816 - COMMUNICATION THEORIES

Date: 30-04-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART A

Answer ALL the questions in about 50 words each

10 x 2 =20

1. Noise
2. Passive audience
3. Media Convergence
4. Paul Lazarsfeld
5. SMCR model
6. Agenda setting
7. Framing
8. Opinion leader
9. Self efficacy
10. Cognitive Dissonance

PART B

Answer any FIVE questions in about 200 words each

5 x 8 =40

11. Explain any two effects of mass media.
12. What are the functions of mass media?
13. Enumerate the features of linear model of Communication.
14. Explain how public opinion is formed.
15. Describe Knowledge Gap theory.
16. Examine theories that state the relationship between Press and Government.
17. Write short notes on: (a) Magic bullet theory (b) Two -step Flow theory.

PART C

Answer any TWO questions in about 500 words each

2 x 20 =40

18. Describe the Uses and Gratification theory. Illustrate with examples.
19. Explain George Gerbner core theory of media effects.
20. Enumerate the interrelations of broad social systems, [mass media](#), and the individual into a comprehensive explanation of media effects.
21. Explain diffusion of innovation theory.
