



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2016

VC 4508/VC 5516/VC 5512 – COMMUNICATION THEORIES

Date: 22-04-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART – A

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

(10 x 2 = 20 marks)

01. Sleeper Effect
02. Global Village
03. ABX Model
04. Propaganda
05. Media Ecology
06. Group
07. Attitude
08. Innovation
09. Norms
10. Media Violence

PART – B

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

11. Elucidate the gate keeping process of media with the help of spiral of silence theory.
12. Describe the process of diffusion of innovation in connection with the usage of WhatsApp by senior citizens in India.
13. Explain the mathematical model of communication with illustrations.
14. Explain the perceptual process.
15. Explain cognitive dissonance theory with example.
16. Compare and contrast SMCR model with Osgood model.
17. Write a note on the formation of public opinion with the help of agenda setting theory.

PART – C

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

(2 x 20 = 40 marks)

18. Explain the four theories of press.
19. Trace the scope, need and development of communication theories.
20. Australian author and screenwriter Nick Cave says "Film seems to be a medium designed for betrayal and violence". Do you agree? Argue with the base of cultivation theory.
21. Write a note on the following:
 - a. Uses and gratification theory
 - b. Theory of low involvement
 - c. Catharsis effects
 - d. Two step flow model.

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