



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

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

**FIRST SEMESTER – APRIL 2017**

**VC 1816- COMMUNICATION THEORIES**

Date: 02-05-2017  
09:00-12:00

Dept. No.

Max. : 100 Marks

**PART-A**

**Answer All the following in around 50 words**

**10x2=20**

1. Agenda
2. Model
3. Ethos
4. Gate keeping
5. Gratification
6. Multi-step flow model
7. Propaganda
8. Albert Bandura
9. Diffusion
10. Marshall McLuhan

**PART-B**

**Answer any FIVE of the following in around 200 words**

**5x8=40**

11. Explain the impact of media on individuals, with related media theories
12. How are audience divided in communication. Enumerate theories that relate to audience
13. Enumerate Health belief model
14. What are the various aspect involved in Media dependency theory
15. Explain Agenda setting model in relation to political communication
16. Examine social cognitive theory
17. Describe normative theories of press
18. Individual difference theory in context of selective exposure and perception

**PART-C**

**Answer any TWO of the following in around 400 words**

**2x20=40**

19. Illustrate diffusion of innovation theory.
20. Describe Users and Gratification theory with relevant case study.
21. Some of the recent mass communication theories are of great relevance than the earlier ones in understanding the media role in society. Explain.
22. Explain the scope and purpose of communication models substantiating it with the models of major theoreticians.

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