



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH & FIFTH SEMESTER – APRIL 2017

VC 4508 / VC 5516 / VC 5512 - COMMUNICATION THEORIES

Date: 25-04-2017
09:00-12:00

Dept. No.

Max. : 100 Marks

PART A (10X2=20 MARKS)

Answer all the questions

1. Hypodermic needle model
2. The Lasewell formula
3. Cognitive Dissonance theory
4. Persuasion
5. The two-step flow model
6. Theory
7. Communication model.
8. Global village
9. Hot and Cool media
10. Spiral of Silence

PART B (5X8=40 MARKS)

Answer any FIVE of the following questions

11. Make a map of communication theories
12. Describe Mathematical model of communication
13. Write about Propaganda.
14. Explain agenda setting theory with an example from media programmes.
15. Explain diffusion of innovations in brief.
16. Write about Media violence theories.
17. Explain about dependency model of communication.

PART C (2X20=40 MARKS)

Answer any TWO of the following questions

18. Write elaborately on early models of communication.
19. Write briefly about the theory of Press.
20. Explain uses and gratification theory from the audience perspective.
21. Explain McLuhan's concept on media.
