

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc.DEGREE EXAMINATION –VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2018

16UVC4MC01– COMMUNICATION THEORIES

Date: 20-04-2018

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART A (10X2=20 MARKS)

Answer all the questions

1. Diffusion of innovation
2. Social learning theory
3. Gender and media
4. Media ideology
5. Cultural effects
6. Media and culture
7. Stereotypes
8. Visual language
9. Media imperialism
10. Corporate Media

PART B (5X8=40 MARKS)

Answer Any FIVE of the following questions

11. Write a short note on basic theories of learning
12. Differentiate between propaganda and public opinion
13. Explain Agenda setting theory.
14. Write a note on semiotics
15. Write about the future of mass communication
16. Elaborate on media genres
17. State how media portray violence

PART C (2X20=40 MARKS)

Answer Any TWO of the following questions

18. Discuss political communication and its effects on democracy
19. Explain the theoretical frame work of cultivation theory.
20. Elaborate on the problems and prospects of visual language.
21. Describe the globalization issues in post-new media scenario
