



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc.DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRSTSEMESTER – APRIL 2018

17PVC1MC05/VC 1816 - COMMUNICATION THEORIES

Date: 02-05-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART - A

Answer ALL questions in about 50 WORDS each: (10x2=20 Marks)

1. Visual Semiotics
2. Cognitive Dissonance
3. Framing vs. Priming
4. Selective Attention & Retention
5. Digital Natives & Immigrants
6. Web 1.0 vs. Web 2.0
7. Sadhanikaran's Theory
8. Origin of the word Communication
9. Amy Cuddy
10. Simon Sinek

PART - B

Answer any FIVE questions in about 250 WORDS each: (5x8=40 Marks)

11. Describe the Two-Step Flow and Multi-Step Flow Theories.
12. What are Gatekeeping and Agenda Setting?
13. Explain Spiral of Silence Theory in relation to curbs on Indian Media by the current political regime.
14. Why should all Media Professionals understand the Political Economy Theory of Mass Media?
15. How do Tamil TV Serials cultivate its audience?
16. Are Communication Theories relevant to a Media Professional? Explain.

PART - C

Answer any TWO questions in about 500 WORDS each: (2x20=40 marks)

17. Communication has the power to start wars and change a civilization. Discuss with examples.
18. How has Human Communication developed from Signs and Signals to Big Data Analytics? What are the key stages in its Development?
19. Explain the Diffusion of Innovations Theory, using Bitcoins as an example.
20. How did humanitarian medicos like Dr. Larry Brilliant and Dr. Aravind use technology and communication to eradicate diseases.

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