

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc.DEGREE EXAMINATION –VISUAL COMMUNICATION

FOURTH& FIFTH SEMESTER – APRIL 2018

VC 4508 / VC 5512– COMMUNICATION THEORIES

Date: 08-05-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART –A

GIVE BRIEF ANSWERS TO **ALL** THE QUESTIONS:(**10X2=20 MARKS**)

1. Shannon and Weaver model
2. Interpreter
3. Barriers
4. Perception
5. Paul Lazarsfeld
6. Stereotyping
7. Semiotics
8. Public opinion
9. Media text
10. Social learning theory

PART - B

Write short notes on **ANY FIVE** of the following in about 200words each

(5x8=40 MARKS)

11. Explain about barriers that affects the new media communication system.
12. Explain circular model of communication.
13. Describe the process of hypodermic needle theory with current digital era.
14. Explain about authoritarian theory
15. Explain agenda setting theory with today's electronic media.
16. Explain about cultivation theory.
17. Explain about how media content affects the people.

PART – C

Write essay on **ANY TWO** of the following in about 400 words each. **(2x20=40 MARKS)**

18. Explain in detail about SMCR model and Spiral of silence model of communication.
19. Argue the statement “Television Media plays a major role in changing student's behavior”.
20. Explain the theories of communication 1) Schema theory 2) Free press 3) Social responsibility.
21. Explain ownership patterns in Indian media.
