

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



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

**FOURTH SEMESTER – APRIL 2022**

**16/17/18UVC4MC01 – COMMUNICATION THEORIES**

Date: 16-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PART – A**

**Answer the following questions**

**(10X2=20 Marks)**

1. Hypodermic needle model
2. Media effect
3. Propaganda
4. Rhetoric
5. Two-step flow of information
6. Uses and gratifications model
7. Speaker in Rhetorical Theory
8. Passive Audience
9. Surveillance
10. Model

**PART – B**

**Answer FIVE of the following with relevant case study.**

**(5X8= 40 Marks)**

11. Write short notes on the Two step flow model
12. Explain how the mass media influence the attitudes and perceptions of audience members.
13. Explain the assumptions of Agenda setting model/theory
14. What mass media chooses to show, and what it chooses to ignore, are decided by the agenda of the ruling elite- Explain
15. “Art of persuasion” - Explain
16. Human beings tend to avoid a conflict between their perceptions and reality- Explain
17. More time people spend consuming media, the more strongly their perception of the world around them is going to align with what is portrayed in the media- Explain

**PART – C**

**Answer TWO of the following with relevant case study.**

**(2X20= 40 Marks)**

18. Users and gratification theory- Why are we playing Video games
19. Explain Cultivation theory in correlation with Cinema violence
20. Illustrate Health communication theories – lifebuoy campaign on hand washing
21. How users consume media, rather than trying to investigate the effect of media on users, as most other theories do.

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