

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



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

**FOURTH SEMESTER – APRIL 2022**

**UVC 4501 – COMMUNICATION THEORIES**

Date: 16-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PART – A**

**ANSWER THE FOLLOWING**

**(10 x 2 =20 Marks)**

1. Define Communication
2. Who is a Gatekeeper in Media?
3. Who is Opinion leader?
4. What are the different types of Media Effects?
5. Define Persuasion
6. What are the main features of Mass Culture?
7. What is Semantics?
8. What is Kinesics and What does it include?
9. Define Global Village.
10. What is Media Imperialism?

**PART – B**

**ANSWER ANY FIVE IN ABOUT 200 WORDS EACH**

**(5 x 8 =40 Marks)**

11. Explain Osgood's Congruence Theory with example.
12. List out the important points in any two theories in which audiences are considered as Passive.
13. Explain the impact and importance of Mass Media in Politics.
14. "Exposure to Media depictions of crime can influence fear of crime" Substantiate the statement through Cultivation Theory.
15. What is Non-verbal Communication? Explain its importance.
16. How do you design message for different audience? Explain with example.
17. How will the Mass Media Change in the Future?

**PART – C**

**ANSWER ANY TWO QUESTIONS IN ABOUT 400 WORDS EACH**

**(2 x 20 =40 Marks)**

18. Give a detailed note on the evolution of Mass Media theories.
19. Make a critical assessment of the Political differentiation theory.
20. Do the Media build audience as readers or Prospects? Elaborate.
21. Explain any two theories of Media Violence.

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