



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2023

16/17/18UVC4MC01 – COMMUNICATION THEORIES

Date: 02-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART - A

I. Answer ALL the questions

(10 x 2 = 20 marks)

1. Communication
2. Noise
3. Congruity theory
4. Media Rhetoric
5. Agenda-setting
6. Culture
7. Uses and gratification
8. KAP
9. Magic Bullet theory
10. Genre

PART – B

II. Answer ANY FIVE questions

(5 x 8 = 40 marks)

11. Explain the Selective exposure
12. Explain the Shannon & Weaver model of communication.
13. Discuss the impact of media violence in children.
14. What are the uses of communication models?
15. Elaborate on the significance of media determinants.
16. Discuss the implications of the Agenda setting theory.
17. Write about the Spiral of Silence.

PART – C

III. Answer ANY TWO questions.

(2 x 20 = 40 marks)

18. What are the alternative traditions of analysis of communication theory?
19. Illustrate the unique traits of Laggards.
20. Trace the rise of the Dominant Paradigm.
21. Discuss the use of media in social change.

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