

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



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

**FIRST SEMESTER – APRIL 2023**

**PVC 1505 – COMMUNICATION THEORIES**

Date: 10-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

**PART – A**

Briefly answers **ALL** the following questions in about 50 words each.

**(10 X 2 = 20)**

1. Modeling
2. Public opinion:
3. Fear of isolation
4. Media effects
5. Propaganda
6. Direct effects
7. Passive audiences
8. Limited effects
9. Gatekeeping
10. Framing

**PART – B**

Answer **ANY FIVE** of the following in about 200 words each.

**(5 X 8 = 40)**

11. Describe the salient feature of Agenda setting.
12. Enumerate the concept that mass media has a limited effect on individual behaviour.
13. Illustrate with relevant examples how media messages are directly and uniformly injected into the minds of passive audiences.
14. Explain the theory that provides a useful framework for understanding how new ideas, products, or technologies spread through a population.
15. Illuminate how opinion leaders influence the opinions of the rest of the audience.
16. Clarify how media messages can directly and uniformly injected into the minds of the audience, leading to a predictable response.
17. Define the group of theories that offer prescriptive guidelines for how media should operate in society.

**PART – C**

Write essay on **ANY TWO** of the following in about 400 words each.

**(2 X 20 = 40)**

18. “Agenda setting can have both positive and negative effects on the public and society as a whole”. - Enumerate
19. Describe the theory that emphasizes the role of personal and environmental factors in shaping individual behaviour.
20. Emphasizes the active role of media audiences in selecting and consuming media content to fulfil specific needs and desires.
21. Explain the relationship between media exposure and violent behaviour, and the ways in which media may desensitize individuals to violence.

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