



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2023

UVC 4501 – COMMUNICATION THEORIES

Date: 02-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART - A

Answer ALL the questions

(10 x 2 = 20 marks)

1. Group Communication
2. Sender
3. Balance theory
4. Media Rhetoric
5. Opinion Leader
6. Culture
7. Gratification theory
8. KAP
9. AIDA
10. Cognitive dissonance theory

PART – B

Answer ANY FIVE questions

(5 x 8 = 40 marks)

11. Explain the role of Women in media.
12. Explain the representation of children in media.
13. Discuss the impact of media violence in children.
14. What are the uses of Social media?
15. Elaborate on the impact of globalization on media.
16. Discuss the social impact of the Agenda setting theory.
17. Write about the role of Spiral of Silence in conducting a campaign.

PART – C

Answer ANY TWO questions.

(2 x 20 = 40 marks)

18. Analyze the role of media in society in terms of growth and development of India.
19. Explain Bandura's Social Learning Theory in relation to media effects on human behavior.
20. Analyze the uniqueness and uses of diffusion of innovation.
21. Elaborate on the issues in global media governance.

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