

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



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

**FOURTH SEMESTER – APRIL 2023**

**VC 4508 – 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. Dissonance
2. AIDA
3. Priming
4. Violence Index
5. Agenda-setting
6. Culture
7. Primary Audience
8. KAP
9. Magic Bullet theory
10. Genre

**PART – B**

Answer ANY FIVE questions

(5 x 8 = 40 marks)

11. Explain the KAP model.
12. Explain the concept of behavioral change communication.
13. Discuss the impact of media violence in women.
14. Write about different types of communication models.
15. Explain news narratives.
16. Discuss the implications of the cultivation theory.
17. Write about media imperialism.

**PART – C**

Answer ANY TWO questions.

(2 x 20 = 40 marks)

18. Discuss the alternative traditions of analysis of communication theory.
19. Explain the diffusion of innovation model in detail.
20. Explain the impact of globalization with relevance to media.
21. Give a note on use of media for social transformation.

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