

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – November 2009

VC 1502/VC 1500 - HUMAN COMMUNICATION

Date & Time: 10/11/2009 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART – A

Answer **ALL** the following not exceeding **six lines** each

(10 x 3 = 30 marks)

1. Semiotics
2. Retentive Listening
3. Paralanguage
4. Transpersonal Communication
5. Perspective
6. Feedback
7. Gatekeepers
8. Convergence
9. Reference Groups
10. Instructional Communication

PART- B

Answer **ANY FIVE** questions not exceeding **one page** each

(5 x 8 = 40 marks)

11. Give atleast two definitions of communication and explain the elements of communication.
12. Discuss the barriers of communication.
13. 'Non verbal Communication is an essential way of communicating meaning.' Explain.
14. Explain group dynamics.
15. 'Medium is the message.' Explain with suitable example.
16. Define different types of communication and give a day to day example of each to show its effectiveness.
17. What do you understand by :
 - a) Content message
 - b) Relational message

PART – C

Answer **ANY TWO** of the following in about **Three pages** each (2 x 15 =30 marks)

18. Bring out the differences and similarities between Interpersonal and Intrapersonal communication.
19. Define chronemics. How is it a significant method of non verbal communication?
20. Discuss the impact of communication technology on culture with reference to India.
21. Discuss with suitable examples the different perspectives of human communication.

