

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2009

VC 1804 - BASICS OF VISUAL COMMUNICATION

Date & Time: 06/11/2009 / 1:00 - 4:00 Dept. No.

Max. : 100 Marks

PART - A

I. Write short notes on all the following not exceeding 50 words each. (10 x 2=20)

1. Paralanguage
2. Cool medium
3. Task-oriented touch
4. Haptics
5. Osgood's circular model
6. Psycho-social noise
7. Silence as communication
8. Communication is a dynamic process
9. Globalization of culture
10. Illustrators

PART - B

II. Answer any FIVE of the following not exceeding 200 words each. (5 x 8 = 40)

11. Write on the elements of communication.
12. Differentiate between group communication and massline communication.
13. 'Eye contact plays a major role in human communication'. Elaborate.
14. Comment on the increasing importance of visual communication.
15. Explain how interpersonal communication is important in day to day life.
16. Verbal and non-verbal communications are interrelated. Do you agree?
17. What is proxemics? How do we follow a sense of territoriality?

PART - C

III. Answer any TWO of the following not exceeding 400 words each. (2x 20 = 40)

18. Elaborate on the impact of new media on culture.
19. Explain McLuhan's four waves.
20. Discuss the characteristics of mass communication.
