

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – November 2009

VC 5512 - MASS COMMUNICATION THEORIES

Date & Time: 07/11/2009 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

PART - A

I. Answer ALL the questions

(10 x 2 = 20 marks)

1. Group Communication
2. Noise
3. Opinion Leader
4. Media Rhetoric
5. Agenda-setting
6. Folk Culture
7. Uses and gratification
8. Public opinion
9. Selective exposure
10. Genre

PART – B

II. Answer ANY FIVE questions

(5 x 7 = 35 marks)

11. Explain the Magic Bullet theory.
12. Explain the Shannon & Weaver model of communication. With illustrations.
13. Discuss the impact of media violence and cultivation effects on children.
14. What are communication models and their functions?
15. Elaborate on the significance of media determinants.
16. Discuss the implications of the theory of Diffusion of Innovations.
17. Write about Spiral of Silence.

PART – C

III. Answer ANY THREE questions.

(3 x 15 = 45 marks)

18. Throw light on the alternative traditions of analysis of communication theory.
19. Critically examine the various aspects of audience positioning.
20. Trace the rise of the Dominant Paradigm.
21. Explain Bandura's Social Learning Theory in relation to media effects on human behaviour.
22. Describe Popular Culture and its influence on society.

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