LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FIRST SEMESTER – NOVEMBER 2010

# VC 1814 - COMMUNICATION & CULTURE

Date : 03-11-10 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

**PART – A**

**Answer all the questions in about 50 words each:** 10 X 2 = 20

1. FAST  
2. Mass line communication  
3. Emblem  
4. Mass culture  
5. Virtual reality  
6. Communication context  
7. High culture  
8. Markers  
9. Alienation  
10. Paralanguage

**PART - B**

**Answer any FIVE questions in about 200 words each:**  5 X 8 =40

11. Differentiate between group and mass communication.  
12. What are the various meanings of touch? Explain with examples.  
13. Explain the critical viewpoints about media.  
14. Discuss the perceptions about perspective.  
15. Write about human spatial communication.  
16. Describe the process of human perception.  
17. List out the characteristics of nonverbal communication.  
18. Discuss the reasons for interpersonal relationship deterioration.

**PART - C**

**Answer any TWO questions:** 20 X 2 = 40

19. Relationships are established in stages – Explain.  
20. Discuss the dynamics of culture and communication with suitable examples.  
21. Compare the concepts of global village and digital divide.  
22. Explain the universal postulates of human communication.

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