



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

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

FIRST SEMESTER – NOVEMBER 2011

**VC 1502/VC 1500 - HUMAN COMMUNICATION**

Date : 08-11-2011  
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

**PART – A**

Give brief answers to **ALL** the following questions in 50 words each:

**(10 X 2 = 20)**

01. Body Language
02. Communication Context
03. Semantic Noise
04. Kinesics
05. Decoding
06. Gestures
07. Selective Perception
08. Connotation
09. Visual language
10. Territorial Communication

**PART – B**

Write short notes on **ANY FIVE** of the following questions in about 200 words each:

**(5 X 8 = 40)**

11. Explain different types of Communication.
12. "Group communication is always dyadic" - Explain.
13. Discuss the features of Language.
14. "Silence is a powerful form of communication". Comment.
15. What is Eye avoidance? Explain.
16. "The news editors always act as gate keepers". Critically comment on the statement.
17. Discuss about touch communication.

**PART – C**

Write essays on **ANY TWO** of the following in about 500 words each:

**(2 X 20 = 40)**

18. Discuss various barriers to communication with suitable examples.
19. Explain in detail the types of listening with examples.
20. Elaborate the different types of Non-Verbal Communication with suitable examples.
21. Discuss in detail the influence of Culture on Communication.

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