



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

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

FIFTH SEMESTER – NOVEMBER 2011

**VC 5516/VC 5512 - COMMUNICATION THEORIES**

Date : 02-11-2011  
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART –A

Give brief answers to **ALL** the following questions in 50 words each: (10x2=20)

1. Alienation
2. Normative theory
3. Culture
4. Barrier
5. Magic bullet
6. Ideology
7. Hegemony
8. Public opinion
9. Gender
10. Pop culture

PART –B

Answer any **FIVE** of the following questions in 200 words each: (5x8=40)

11. Write in detail the transmission model of communication.
12. Explain the concept of “mass society”.
13. “Media violence leads to normalization of aggression and lack of empathy in our society”. Comment .
14. What are characteristics of mass audience?
15. Explain limited – effects theory with examples.
16. What are the main features of mass culture?
17. Write about pyramid of communication.

PART –C

Answer any **TWO** of the following questions in 500 words each: (2x20=40)

18. Elaborate on mass media as an institution of society.
19. Discuss media determinants.
20. In advertisements girls are shown as being endlessly preoccupied with their appearance – Reflect on this statement.
21. Explain : (a) Hypodermic needle theory  
(b) Uses and Gratifications theory

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