



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – NOVEMBER 2013

VC 5516/VC 5512 – COMMUNICATION THEORIES

Date : 07/11/2013
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART-A

Give brief answers to **ALL** the following questions:

(10x2=20)

1. Communication
2. Popular Culture
3. White lie
4. Society
5. Critical theory
6. Catharsis
7. New media
8. Twitter
9. Global Village
10. Mass Culture

PART –B

Write short notes on any **FIVE** of the following questions:

(5x8=40)

11. Explain the pyramid of Communication.
12. Discuss the Shannon and Weavers model of Communication.
13. Analyze the interrelationship between media and society.
14. Discuss the role of media in creating mass culture.
15. Write briefly on the portrayal of caste system in Tamil cinema.
16. 'Should media be more gender sensitive?' - Discuss
17. Explain the reinforcement effects theory.

PART-C

Write essays on any **TWO** of the following:

(2x20=40)

18. Explain the four phrase of communication theory.
19. Discuss the role of propaganda in modern societies.
20. Explain the following:
 - cultivation theory
 - agenda setting theory.
21. Create a map of major communication theories.

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