



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – NOVEMBER 2014

VC 5516/VC 5512 - COMMUNICATION THEORIES

Date : 07/11/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Give brief answers to all the questions in 50 words each:

(10 x 2 = 20)

1. Mass Communication
2. Media Rhetoric
3. Popular Culture
4. Catharsis theory
5. Hegemony
6. Media Audience
7. Casswell's Formula
8. Ideology
9. Participatory Communication
10. Mass Society

PART – B

Write on any FIVE of the following questions in about 200 words each:

(5 x 8 = 40)

11. What are the levels of Communication?
12. What is Media Saturation? Explain with examples.
13. Discuss any two models of Communication.
14. Explain Diffusion an Innovation.
15. What are media determinants? Explain.
16. Explain users and gratification theory.
17. What is New Media? Explain.

PART – C

Answer any TWO of the following in about 400 words each:

(2 x 20 = 40)

18. Explain the concept of dominant paradigm.
19. Discuss how transgender is being portrayed in today's mass media.
20. Explain the normative theories.
21. Does media glorify 'Reality'? Explain.

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