



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2014

VC 1816 - COMMUNICATION THEORIES

Date : 03/11/2014
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

PART A

I. Answer ALL the questions in about 50 words each:

10 x 2 =20

1. James Carney
2. Noise
3. Penny Press
4. Dis inhibitory Effects
5. Psycho-Social needs
6. Violence Index
7. Media System Dependency
8. Selective Retention
9. Albert Bandura
10. Information Society

PART B

II. Answer any FIVE questions in about 200 words each:

5 x 8 =40

11. Explain the four models of communication in detail
12. Discuss any two theories in which audiences are considered as passive
13. Explain the different levels of agenda setting in News Media.
14. Explain the concept of cognitive dissonance in detail
15. Give a detailed account on spiral of silence theory
16. Write about the role of gatekeepers in social media
17. Discuss how Information flows in digital era

PART C

III. Answer any TWO questions in about 400 words each:

2 x 20 =40

18. Explain the uses and gratification theory in detail. Discuss its criticism and give examples
19. Explain Uncertainty Reduction theory in the context of new media
20. Explain the following theories
 - a. Catharsis
 - b. Social Learning
 - c. Hypodermic needle
 - d. Individual Difference
21. Trace the Growth of communication theory.
