



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2015

VC 1816 - COMMUNICATION THEORIES

Date : 05/11/2015
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

PART A

Answer ALL the questions in about 50 words each

10 x 2 =20

1. Constructivism
2. Ethos
3. Globalization
4. Two-step flow theory
5. World Wide Web
6. Feedback
7. Authoritarian theory
8. Normative theory
9. Gratification
10. Marshall McLuhan

PART B

Answer any FIVE questions in about 200 words each

5 x 8 =40

11. Why Shannon's Mathematical theory of communication is called the precursor of the Information Theory?
12. Discuss the contemporary relevance of Wilbur Schramm model of communication.
13. Describe Bullet theory in the context of Indian audience.
14. Explain Agenda setting theory in detail.
15. "Children pay attention to some of these people (models) and encode their behavior"- Exemplify with the relevant theory.
16. Explain the theory which focuses on the learning that occurs within the social context.
17. "Gatekeepers organize and present the ideas, events and topics they cover"- Substantiate.

PART C

Answer any TWO questions in about 500 words each

2 x 20 =40

18. Which are the theories that explain the relationship between media and society? Discuss in detail.
19. Theory seeks to explain how, why, and at what rate new ideas and technology spread through cultures- Discuss.
20. What are the functions of mass media? Discuss the watchdog function of media in Indian context.
21. Explore the modern communication theories.
