

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2016

16PVC1MC05 – COMMUNICATION THEORIES

Date: 11-11-2016

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART - A

Answer ALL questions in about 50 WORDS each:

(10x2=20)

1. Rhetoric
2. E.F. Dance
3. Encoder
4. Feedback
5. Model
6. Medium is the Message
7. Convergence
8. Framing
9. Selective Exposure
10. “Free Marketplace of Ideas”

PART - B

Answer any FIVE questions in about 200 WORDS each:

(5x8=40)

11. Outline the growth and development of Communication from the early times to the present era.
12. Why the Theories of Press are called “Normative Theories”? What is their relevance today?
13. Write short notes on Cultivation Theory and Media Dependency.
14. What is the need to study Communication and Media Theories? How are they relevant to a media professional?
15. Illustrate the Cognitive Dissonance Theory with relevant examples.
16. Explain the Spiral of Silence Theory with specific reference to society’s silence on several social evils.
17. Explain the influence of technology on every aspect of Communication.

PART - C

Answer any TWO questions in about 400 WORDS each:

(2x20=40)

18. Using Wikileaks as an example, illustrate how the Gatekeeping Model needs to be revised for today’s news business.
19. How have Disruptive Innovations reshaped today’s Communication landscape? Using the Diffusion of Innovation theory, explain the prevalence and spread of digital devices.
20. How can the Health Belief Model be applied to create advertisements for Awareness on AIDS and STDs? Illustrate your advertising strategy using the constructs of the theory.
21. If you were the PR Manager of an Environment Agency, how will you use Agenda Setting to your advantage? Create a Strategy employing different kinds of Mass and Social Media.
