

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2016

VC 1816 – COMMUNICATION THEORIES

Date: 11-11-2016

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART – A

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. Priming.
7. Passive Audience.
8. Catharsis.
9. Cognitive Consistency.
10. Selective Exposure.

PART B

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. Write about social learning theory.
15. Give a detailed account on Information Flow.
16. Explain the importance of uncertainty reduction in relationship formation.
17. Write about commodification of culture. Give recent examples.

PART C

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 the concept of spiral of silence in detail. Give Examples.
20. Explain Uncertainty Reduction theory in the context of new media.
21. Explain the following theories:
 - a. Agenda Setting
 - b. Cognitive Dissonance
 - c. Media System Dependency
 - d. Magic Bullet theory.
