



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – NOVEMBER 2016

VC 4508 - COMMUNICATION THEORIES

Date: 07-11-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART-A

Give brief answers to ALL the following questions in 50 words each:

10x2=20

1. Define Communication
2. What is noise?
3. What is propaganda?
4. Who is an opinion leader?
5. Define group communication
6. Who is a gate keeper?
7. Global village
8. Expand SMCR
9. List any two qualities of a sender.
10. What is Feedback?

PART-B

Write short notes on ANY FIVE of the following questions in about 200 words each

(5x8=40)

11. Explain the Hypodermic needle model of communication.
12. Discuss the circular communication model.
13. List the aspects discussed by Shannon and Weaver in the mathematical model.
14. Discuss the group norms to be followed in any group communication.
15. What is diffusion of innovation? Explain
16. Differentiate between hot and cool media.
17. Discuss Festinger's cognitive dissonance theory.

PART-C

Write essay on ANY TWO of the following in about 400 words each

(2x20=40)

18. In detail explain how Uses and Gratification theory can be applied to Facebook.
19. Discuss the normative theories of Press in detail.
20. Explain any two media effects theory.
21. Explain the Krugman's theory of low involvement.
