

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION**

**FIFTH SEMESTER – NOVEMBER 2016**

**VC 5516 – COMMUNICATION THEORIES**

Date: 01-11-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART – A**

Answer **ALL** the questions in about 50 words.

(10 x 2 = 20 marks)

1. Hegemony
2. Dominant Paradigm
3. Mass Culture
4. Modernism
5. Structuralism
6. Communication as a science
7. Types of audience
8. Define ideology
9. Mass communication
10. Media effects

**PART – B**

Answer any **FIVE** of the following in about 200 words each.

(5 x 8 = 40 marks)

11. Discuss the pyramid of communication.
12. Behavioural school is essential in communication. Why?
13. Explain the portrayal of social conflicts in media.
14. Explain Comstock's model.
15. Discuss the changing trends in the society due to media interference.
16. Discuss popular culture and how does it influence our society?
17. Discuss the limited effect phase.

**PART – C**

Answer **TWO** of the following in about 400 words each.

(2 x 20 = 40 marks)

18. Discuss the four models of communication.
19. 'Gender bias in advertising is mind boggling'. Justify.
20. 'Media mirrors the society or vice-versa'. Comment.
21. What are the early perspectives of media society? Discuss.

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