LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FIRST SEMESTER – **NOVEMBER 2017**

17PVC1MC05 – COMMUNICATION THEORIES

Date: 10-11-2017   Dept. No.   Max. : 100 Marks
Time: 01:00-04:00

PART - A

Answer ALL questions in about 50 WORDS each: **(10x2=20 marks)**

1. News Values
2. Framing
3. Legacy Media
4. Selective Perception
5. Catharsis
6. Web 1.0
7. Mean World Syndrome
8. Globalisation 2.0
9. Spencer Wells
10. Draw the pyramid illustrating the Hierarchy of Needs

PART - B

Answer any FIVE questions in about 200 WORDS each: **(5x8=40 marks)**

11. Describe the theories propounded as an alternative to the Normative Theories of the Press.

12. What do Katz and Lazarsfield say about different types of voters and opinion leaders?

13. What are the Five Filters of Noam Chomsky and Edward Herman for Media?

14. What is Media Dependency? Take your own example to illustrate this theory.

15. Why was the Bobo Doll Study considered significant? What was its impact?

16. Write short notes on Cognitive Dissonance.

17. Why should a Media Professional study Communication Theories? Argue.

PART - C

Answer any TWO questions in about 500 WORDS each: **(2x20=40 marks)**

18. How has Communication developed, from cave paintings to big data? Explain.

19. What are the three tenets of the U&G Approach? How do Social Media Marketers use them?

20. Explain the penetration of digital money transactions and alternate currencies applying Technological Determinance and Diffusion of Innovations.

21. Taking the case study of Aravind Eye Clinic, explain how communication systems and strategies were used effectively to fight blindness.

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