



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

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

**FIRST SEMESTER – NOVEMBER 2018**

**16/17/18PVC1MC05/VC1816 – COMMUNICATION THEORIES**

Date: 01-11-2018

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

**PART-A**

Answer **ALL** of the following questions in 50 words each

**10 X 2=20 Marks**

1. Ethos
2. Framing
3. Opinion Leader
4. Active Audience
5. Noise
6. Feedback
7. Modelling
8. Escapism
9. Heavy television viewers
10. Propaganda

**PART-B**

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

**5X8=40 Marks**

11. Explain the functions of communication.
12. Illustrate Two-step model of communication.
13. Enumerate SMCR Model of communication.
14. What is the impact of mass media on children? Explain with relevant theories.
15. Describe limited effect theories.
16. Explain theories that are associated with political communication.
17. Describe democratic participation theory in today's scenario.

**PART-C**

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

**2X20=40 Marks**

18. Describe Uses and Gratification theory in relevance to digital media.
19. Explain Social learning theory and apply to media effects on youth.
20. "The media is an important ally in any public health situation. It serves the role of being a source of correct information as well as an advocate for correct health behaviours." - Explain with appropriate theories
21. Enumerate the contributions of Normative theories.

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