

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2019

16/17/18PVC1MC05/ PVC 1505 – COMMUNICATION THEORIES

Date: 09-11-2019

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART – A

Briefly answers **ALL** the following questions in about 50 words each. **(10 X 2 = 20)**

1. Audience
2. Catharsis
3. Editor
4. Feedback
5. Self- Esteem
6. Kinesis
7. Mass Culture
8. Media Mix
9. Late adopters
10. Model

PART – B

Answer **ANY FIVE** of the following in about 200 words each. **(5 X 8 = 40)**

11. What are the components of communication that any standard model would reflect?
12. Describe the characteristics of inter-personal and intra-personal communication with examples.
13. Describe the [negative effect of internet on user, with the help of mass communication theories](#)
14. Discover how the media shapes and influences issues of importance.
15. “Mass media could influence a very large group of people directly and uniformly by ‘shooting’ or ‘injecting’ them with appropriate messages designed to trigger a desired response”-Explain with relevant theory.
16. Explain the Different types of communication models based on linear model of communication.
17. People can have considerable control over their actions and environments- Explain with relevant theory.

PART – C

Write essay on **ANY TWO** of the following in about 400 words each. **(2 X 20 = 40)**

18. A recent study published in the Psychology of Popular Culture found that original television content, watched online, can have a damaging effect on viewers’ perception of the real world they live in. – Discuss.
19. “Uses and gratification theory suggests that media users play an active role in choosing and using the media” – Explain.
20. Diffusion is the “process by which an innovation is communicated through certain channels over a period of time among the members of a social system”. – Comment.
21. Health Belief Model is that behavior change interventions are more effective if they address an individual’s specific perceptions about susceptibility, benefits, barriers, and self-efficacy –Explain
