



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2022

PVC1MC01 – UNDERSTANDING HUMAN COMMUNICATION

Date: 23-11-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION - A

Answer ALL the Questions

1 Definitions		(5 x 1 = 5)	
a)	Barrier.	K1	CO1
b)	View Point.	K1	CO1
c)	Feedback.	K1	CO1
d)	Proxemics.	K1	CO1
e)	Altruism.	K1	CO1
2 Fill in the blanks		(5 x 1 = 5)	
a)	Signs where the signifier is caused by the signified is called _____	K2	CO1
b)	_____ model is one way.	K2	CO1
c)	_____ barrier occurs when an individual is scared to talk to his/her boss.	K2	CO1
d)	_____ is the study of paralanguage.	K2	CO1
e)	Writing a journal is _____ communication.	K2	CO1

SECTION - B

Answer any THREE of the following in 500 words

(3 x 10 = 30)

3	Show examples for nonverbal communication.	K3	CO2
4	Use rhetoric model and Aristotle's model in an election campaign.	K3	CO2
5	Sketch the elements of communication.	K3	CO2
6	Interpret - "The traditional models of communication are still being used in modern days"	K3	CO2
7	Sketch the importance of emotions in communication.	K3	CO2

SECTION - C

Answer any TWO of the following in 500 words

(2 x 12.5 = 25)

8	Communication is important to express oneself. It also satisfies one's needs- Enumerate	K4	CO3
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9	Intrapersonal communication is a highly effective internal dialogue that guides your beliefs, behaviors, and actions. - Interpret the statement.	K4	CO3
10	Infer and interpret the diffusion of innovation theory.	K4	CO3
11	Are there times when it is better to work alone rather than in a group? Why or why not? Discuss your opinion.	K4	CO3

SECTION – D

Answer any ONE of the following in 1000 words

(1 x 15 = 15)

12	What are communication Barriers& How to overcome them	K5	CO4
13	Semiotics plays leading role in representation in film- Enumerate	K5	CO4

SECTION – E

Answer any ONE of the following in 1000 words

(1 x 20 = 20)

14	Perception of mass media on formation of gender stereotype- Interpret	K6	CO5
15	When the individuals are paying attention towards the up-gradation of their communication skills, they need to understand the levels of communication. - Enumerate	K6	CO5

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