



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2025



PVC1MC01 – UNDERSTANDING HUMAN COMMUNICATION

Date: 23-04-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION A – K1 (CO1)

Answer ALL the questions

(5 x 1 = 5)

1 Fill in the blanks

- a) Transactional Models of communication view the process as _____ rather than linear.
- b) Reciprocal Altruism involves helping others with the expectation of future _____.
- c) Visual Communication relies on the use of _____, symbols, and _____.
- d) Public Communication is often structured and planned for a _____ audience.
- e) Infodemiology studies how _____ spread and affect populations.

SECTION A – K2 (CO1)

Answer ALL the questions

(5 x 1 = 5)

2 Fill in the blanks

- a) The Shannon-Weaver Model is often referred to as the _____ model of communication.
- b) Cultural Evolution affects how communication practices and _____ evolve over time.
- c) Literacy refers to the ability to read and _____.
- d) Nonviolent Communication focuses on expressing needs and _____ without harm.
- e) Information Scent refers to the cues that guide users to _____.

SECTION B – K3 (CO2)

Answer any THREE of the following

(3 x 10 = 30)

- 3 Discuss the differences between denotation and connotation in semiotic analysis, using relevant examples.
- 4 Explain the concept of proxemics and discuss how personal space varies across different cultures.
- 5 Explains how new ideas or technologies are adopted and spread across networks, including social media.
- 6 What is Signaling Theory in communication? Give an example.
- 7 Discuss the concepts of Cooperative Behavior and Reciprocal Altruism in evolutionary communication

SECTION C – K4 (CO3)

Answer any TWO of the following

(2 x 12.5 = 25)

- 8 Describe the steps involved in the perception process and explain how each step contributes to understanding a message.

9	What are the common barriers to group communication, and how can they be overcome to ensure smooth group dynamics?
10	Critically evaluate the relevance of the Helical model of communication in today's evolving digital communication landscape.
11	Analyze the role of ethics in communication. What principles guide ethical communication, and how can communicators ensure they are adhering to these principles?

SECTION D – K5 (CO4)

	Answer any ONE of the following (1 x 15 = 15)
12	Discuss the concept of Information Foraging. How does it relate to user behavior in digital environments?
13	Describe Johnson's Model of information-seeking behavior. What are its main components and how do they interact?

SECTION E – K6 (CO5)

	Answer any ONE of the following (1 x 20 = 20)
14	Critically assess the role of rhetoric in shaping public opinion and influencing decision-making. How do different rhetorical strategies affect the audience's perception and response?
15	Critically evaluate the role of semiotics in popular culture. How do semiotic theories explain the creation and interpretation of cultural symbols in music, fashion, and social media?

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