



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2025



PVC1MC05 – DYNAMICS OF COMMUNICATION TECHNOLOGY

Date: 03-05-2025

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 Definitions

- a) Media Richness Theory
- b) Social Cognitive Theory
- c) Communication Infrastructure Theory
- d) Media Ecology
- e) Social Information Processing Theory

SECTION A – K2 (CO1)

Answer ALL the questions

(5 x 1 = 5)

2 Match the Following

- a) Marshall McLuhan i) Media Richness Theory
- b) Walther ii) Cultivation Theory
- c) Expectancy-Value Theory iii) Social Information Processing Theory
- d) George Gerbner iv) Medium Theory
- e) Media Equations v) People interact with media as they do with people

SECTION B – K3 (CO2)

Answer any THREE of the following

(3 x 10 = 30)

- 3 Discuss the historical development of Computer Mediated Communication (CMC) and its impact on traditional communication practices
- 4 Explain the characteristics of new media and how they differ from traditional media in terms of user engagement and content dissemination.
- 5 Describe the Cognitive Approach to Mass Communication and its implications for understanding media effects on individual cognition.
- 6 Analyse how the Media Multiplicity Theory can be applied to modern communication practices involving multiple digital platforms.
- 7 Evaluate the role of Media Ecology in understanding the relationship between media technologies and societal changes.

SECTION C – K4 (CO3)

	Answer any TWO of the following	(2 x 12.5 = 25)
8	Analyse the Psychological Effects of Social Media Communication on self-perception and social interaction.	
9	Discuss the impact of Persuasive Technology Design on user behavior and decision-making in digital environments.	
10	Evaluate the significance of Social Information Processing Theory in understanding online social interactions and relationship development.	
11	Explore the concept of Digital Play and Media Transference and its implications for user engagement with interactive media.	

SECTION D – K5 (CO4)

	Answer any ONE of the following	(1 x 15 = 15)
12	Examine the role of Media Dependency Theory in explaining the influence of media on individual behaviour and societal norms in the context of digital media.	
13	Summarize Walther's Social Information Processing Theory and its significance on interpersonal relationship building.	

SECTION E – K6 (CO5)

	Answer any ONE of the following	(1 x 20 = 20)
14	Evaluate the importance of Computer Mediated Communication with examples.	
15	Analyse the correlation of Latane's Social Impact Theory with the parallel media trends.	

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