



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – JULY 2025

UVC 4501 – COMMUNICATION THEORIES



Date: 11-07-2025

Dept. No.

Max. : 100 Marks

Time: 10:00 AM - 01:00 PM

SECTION A - K1 (CO1)

Answer ALL the Questions -

(10 x 1 = 10)

1. Answer the following

- a) Cognitive Dissonance Theory
- b) Manufacturing Consent
- c) Cultivation Theory
- d) Semiotics
- e) Media Imperialism

2. Fill in the blanks

- a) The KAP Model stands for _____, _____, and _____.
- b) _____ is a communication strategy used to influence perception by selecting and highlighting certain aspects of reality while downplaying others.
- c) The concept of _____ explains how repeated exposure to media violence makes individuals less sensitive to real-world violence.
- d) A _____ is a system of signs that conveys meaning through words, images, and symbols.
- e) The term _____ describes the control of global media industries by a small number of powerful corporations.

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Match the following

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|----------------------------|---------------------------------|
| a) Diffusion of Innovation | 1. Desensitization effect |
| b) Propaganda Model | 2. Journalistic storytelling |
| c) Media Violence | 3. Everett Rogers |
| d) News Narratives | 4. Transnational Ownership |
| e) Media Corporations | 5. Noam Chomsky & Edward Herman |

4. True or False

- a) Bandura's Social Learning Theory suggests that people learn only through direct experience.
- b) Political propaganda is only used in authoritarian regimes.
- c) Media content has no influence on shaping cultural norms.
- d) News narratives are always neutral and unbiased
- e) The impact of globalization on media is entirely positive.

SECTION B - K3 (CO2)**Answer any TWO of the following****(2 x 10 = 20)**

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| 5. | Explain how Cognitive Dissonance Theory influences persuasion and attitudinal change in Communication. |
| 6. | Discuss how Framing Theory is used in political communication to influence public opinion. Provide real-world examples |
| 7. | How does Cultivation Theory explain the impact of mass media on societal beliefs and behaviors? Discuss with examples. |
| 8. | Explain the role of Semiotics in media communication. |

SECTION C – K4 (CO3)**Answer any TWO of the following****(2 x 10 = 20)**

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| 9. | Analyze the role of Bandura's Social Learning Theory in shaping media influence on behavior. |
| 10. | Critically examine the role of manufacturing consent in political communication. |
| 11. | Assess the impact of cultivation theory media in shaping societal perceptions of gender and violence. |
| 12. | Analyze the role of symbols, signs, and visual elements in shaping audience perceptions of news and advertising? |

SECTION D – K5 (CO4)**Answer any ONE of the following****(1 x 20 = 20)**

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| 13. | Evaluate the role of stereotyping in shaping societal perspectives on violence and gender among children. |
| 14. | Critically examine how fake news shaping audience interpretation in news narratives and advertising. |

SECTION E – K6 (CO5)**Answer any ONE of the following****(1 x 20 = 20)**

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| 15. | Design a media campaign that addresses the issue of gender representation in mass media. |
| 16. | Develop a new framework for analysing visual language in digital media. |

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