



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2025

UVC 4501 – COMMUNICATION THEORIES



Date: 24-04-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION – A

Answer ANY FOUR of the following

(4 x 10 = 40)

1. How can Balance Theory be applied in advertising to change consumer attitudes?
2. Provide a real-life example of Dissonance Theory affecting decision-making.
3. Give an example of Bandura's Social Learning Theory in social media influence.
4. Discuss a case where propaganda has shaped political opinions.
5. How does mass media contribute to cultural stereotypes? Provide examples.
6. Analyze a popular advertisement using semiotics.
7. How has new media changed the way people engage with news and information?
8. How does cultivation theory explain the long-term effects of media on audiences?

SECTION – B

Answer ANY THREE of the following

(3 x 20 = 60)

9. Apply the Diffusion of Innovation model to the adoption of a new technology.
10. How do media influence public opinion during elections? Use recent examples.
11. Discuss how gender roles are reinforced or challenged in mainstream films.
12. How can visual language be effectively used in political campaigns?
13. Discuss the ethical challenges in global media governance with examples.
14. Examine how transnational media ownership affects media diversity and content creation.

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