



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – APRIL 2025

VC 318 – MASS COMMUNICATION THEORIES



Date: 09-05-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION – A

Answer ANY FOUR of the following

(4 x 10 = 40 Marks)

1. Define mass communication. What are its key characteristics?
2. Explain the Shannon and Weaver model of communication with an example.
3. What is Agenda Setting Theory? Give two relevant examples.
4. Differentiate between hypodermic needle theory and two-step flow theory.
5. Write a short note on the Uses and Gratifications Theory.
6. How does cultivation theory explain the influence of television on society?
7. Describe any four elements of Lasswell's communication model.
8. Briefly explain the role of feedback in communication with examples from media.

SECTION – B

Answer ANY THREE of the following

(3 x 20 = 60 Marks)

9. Discuss the relevance of communication models in understanding the mass media system.
10. Critically analyze how media framing can influence public opinion.
11. Explain the Spiral of Silence theory. Do you think it is relevant in the digital age?
12. Evaluate the impact of social media through the lens of Uses and Gratifications Theory.
13. Explain how propaganda works in mass communication with historical or contemporary examples.
14. Choose any one communication theory and apply it to a recent media event or campaign.

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