



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2025

VC 4508 – 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. Explain Balance Theory and its role in shaping attitudes.
2. Discuss Bandura's Social Learning Theory with suitable examples.
3. How does political communication influence public opinion in democracies?
4. Explain the concept of media framing and its impact on political perception.
5. Analyze the role of mass media in shaping gender perceptions.
6. How does cultivation theory explain the long-term effects of media on audiences?
7. Define semiotics and explain its role in media analysis.
8. Discuss the impact of new media on the future of communication theories.

SECTION – B

Answer ANY THREE of the following

3 x 20 = 60 Marks

9. Compare and contrast Congruity Theory and Dissonance Theory in the context of persuasion.
10. Discuss the role of propaganda in structuring reality and manufacturing consent.
11. Critically analyze the effects of media violence on children and society at large.
12. Explain how linguistic approaches help in understanding news narratives and media texts.
13. Examine the challenges of global media governance and the impact of transnational media ownership.
14. Discuss the concept of media imperialism and its implications on cultural identities in the era of globalization.

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