



# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

## B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2023

### UVC 4501 – COMMUNICATION THEORIES

Date: 02-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

#### SECTION A - K1 (CO1)

**Answer ALL the Questions**

**(10 x 1 = 10)**

1. **MCQ**

- a) Communication term is derived from  
1. German 2. French 3. Latin 4. Spanish
- b) Mathematical model is associated with  
1. Shannon & Weaver 2. Charles Osgood 3. George Gerbner 4. Aristotle
- c) Space in which people discuss and debate mutual interest and political issues is  
1. Network Society 2. Discourse space 3. Public Sphere 4. Debate club
- d) Which is not a barrier to communication?  
1. Time 2. Distance 3. Language 4. Information
- e) Kinesics is science of  
1. Written Communication 2. Oral communication 3. Body Language 4. Distance

2. **Fill in the blanks**

- a) Meditation is associated with ..... Communication.
- b) Free Press theory is also known as ..... theory.
- c) Olfactory communication is associated with communication by .....
- d) The theory that is associated with censorship is ..... theory.
- e) Media acts as ..... Mirror of the society.

#### SECTION A - K2 (CO1)

**Answer ALL the Questions**  
**10)**

**(10 x 1 =**

3. **True or False**

- a) Limited effects of media is associated with is Katz.
- b) A device becomes smart when there is feedback.
- c) Catharsis theory includes anger.
- d) Decoding takes place at the sender level.
- e) Knowledge of access to digital technology is called Digital native.

4. **Definitions**

- a) Mass communication
- b) Digital Divide
- c) Gatekeeping
- d) Advertorial
- e) AIDA

#### SECTION B - K3 (CO2)

**Answer any TWO of the following in 100 words**  
**20)**

**(2 x 10 =**

5. Identify the relevance of cultivation theory in today's context.
6. Explain media dependency theory.

7.	Summarise the concept of propaganda in the context of mass communication.
8.	Differentiate between authoritarian and libertarian theories of press with examples.
<b>SECTION C – K4 (CO3)</b>	
	<b>Answer any TWO of the following in 100 words (2 x 10 = 20)</b>
9.	Differentiate between models and theories with examples.
10.	Analyse the process of public opinion.
11.	Inspect the concept of global village and explain the contributions of the person who coined the term to the field of media and communication.
12.	Examine the necessity to study women and media.
<b>SECTION D – K5 (CO4)</b>	
	<b>Answer any ONE of the following in 250 words (1 x 20 = 20)</b>
13.	Evaluate the uses and gratification theory with examples.
14.	Assume the importance of perception in communication field and write your inference for the same.
<b>SECTION E – K6 (CO5)</b>	
	<b>Answer any ONE of the following in 250 words (1 x 20 = 20)</b>
15.	Compose an essay as a reflection on the theory proposed by Everett M Rogers.
16.	Analyse the role of agenda setting theory among well informed mass and write your inference for the same.

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