LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**B.Sc.** DEGREE EXAMINATION – **VISUAL COMM.**

FIFTH SEMESTER – NOVEMBER 2012

# VC 5516/VC 5512 - COMMUNICATION THEORIES

Date : 03/11/2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

**PART – A**

**Give brief answers to ALL the following questions in 50 words each: 10x2=20**

1. Elites

2. Mass Society

3. Communication Science

4. Gender

5. Popular culture

6. SMCR model

7. Homogenisation of culture

8. Oligopoly

9. Concentration of media ownership

10. Media determinants

**PART – B**

**Answer any FIVE of the following questions in 200 words each: 5x8=40**

11. How do you relate ‘Mass’ with ‘Culture’? Write on the expression Mass Culture.

12. Explain how the theory of Gate keeping works in media organizations with special reference to dailies

13. Critically evaluate the contents of television advertisements and how they cultivate and shape perception of children.

14. Discuss the impact of communication technologies on our society.

15. Explain the relevance of agenda setting theory.

16.’Media censorship is necessary to protect the public’. Do you totally agree with this statement? Why?

17. Write briefly about the pyramid of communication.

**PART – C**

**Answer any TWO of the following questions in 500 words each: 2X20=40**

18. Elaborate on structural and behavioural analysis of media.

19. Why is improving the quality of content of media necessary? Explain.

20. Do media influence learning? Substantiate your argument citing theories of media effects.

21. Elaborate on the gender stereotyping in television programmes.

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