LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Sc. DEGREE EXAMINATION - VISUAL COMMUNICATION

FIRST SEMESTER - NOVEMBER 2022

PVC 1505 - COMMUNICATION THEORIES

Date: 02-12-2022	Dept. No.	Max. : 100 Marks
Time: 01:00 PM - 04:00 PM	N	

PART-A

Answer the following questions

10X2=20 Marks

- 1. Ethos
- 2. Elihu Katz
- 3. Encoder
- 4. Feedback
- 5. Theory
- 6. Medium is the Message
- 7. Technology
- 8. Framing
- 9. Selective Retention
- 10. "Free Marketplace of Ideas"

PART-B

Answer any FIVE questions in about 200 WORDS each

5x8=40 Marks

- 11. Inscribe about Theories of Press and explain how it is relevant in current scenario?
- 12. Write short notes on two step flow model and connect this to Grama Sabha in Tamilnadu.
- 13. Why it is essential to study Communication Theories? How are they applicable to a media experts?
- 14. Illustrate the Social learning Theory with relevant examples.
- 15. "Nothing in all the world is more dangerous than sincere ignorance and conscientious stupidity."- Justify with suitable communication theory.
- 16. Explain the influence of technology on social relationship.
- 17. What do you understand by Agenda setting theory?

PART-C

Answer TWO of the following with relevant case study

2X20= 40 Marks

- 18. Demonstrate on Limited effect theory.
- 19. What do you understand by the concept "Medium as a Message" and global village by Marshall McLuhan.
- 20. Illustrate Diffusion of Innovation theory, explain the prevalence and spread of digital Devices.
- 21. How can the Health Belief Model be smeared to produce announcements for Awareness on COVID 19? Illustrate your promotion approach using the constructs of the theory.

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