

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION****FIRST SEMESTER – NOVEMBER 2022****PVC1MC05 – DYNAMICS OF COMMUNICATION TECHNOLOGY**

Date: 02-12-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A**Answer ALL the Questions**

1. Define the following	(5 x 1 = 5)	
a) What is LiFi?	K1	CO1
b) Name two of Tesla's robots.	K1	CO1
c) Give one example of Biomimetics from your field of specialisation.	K1	CO1
d) What is a rich medium in your opinion? Name it.	K1	CO1
e) Give one example of Sixth Sense Technology.	K1	CO1
2. Fill in the blanks	(5 x 1 = 5)	
a) What is the sixth construct of the Health Belief Model: _____ .	K2	CO1
b) According to K. Kelly, "What does Technology Want?"	K2	CO1
c) Sweety is an _____ research and surveillance project.	K2	CO1
d) Expand GPHIN.	K2	CO1
e) Who wrote the book, "Games People Play": _____ .	K2	CO1

SECTION B

Answer any THREE of the following in 200 words each	(3 x 10 = 30)	
3. Define Peak Shift and explain how it is used.	K3	CO2
4. Explain the Hyperpersonal Model with a case study.	K3	CO2
5. What are Web Crawlers? How does GPHIN use them to detect Pandemics?	K3	CO2
6. Outline the Pendulum Model in connection with societal shifts.	K3	CO2
7. What is Media Ecology? Explain with a case study.		

SECTION C

Answer any TWO of the following in 250 words each	(2 x 12.5 = 25)	
9. Explain Technological Determinism with examples.	K4	CO3
10. Distinguish between Synchronous and Synchronous Media.	K4	CO3
11. Using a case study, explain Diffusion of Innovation and the nature of innovators, tribes and virality.	K4	CO3
12. Elaborate on the memory and emotional effects of Mediated Communication.	K4	CO3

SECTION D

Answer any ONE of the following in 300 words each

(1 x 15 = 15)

13.	How do members of the same family unit engage in Selective Perception? Use family WhatsApp groups to explain it.	K5	CO4
14.	Use Jenkins' theory to elaborate on how ideas spread. Use a case study to explain.	K5	CO4

SECTION E

Answer any ONE of the following in 350 words each

(1 x 20 = 20)

15.	Detail the rise of Networked Society in relation to the social, political and cultural changes globally.	K6	CO5
16.	Connect the concepts of VRK, Sinek and I. Sinha to explain why Neurons are critical to Storytelling?	K6	CO5

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