



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

FOURTH SEMESTER – APRIL 2024

UDJ 4501 – COMMUNICATION THEORIES

Date: 08-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION – A

Answer ALL the following

(10 x 2 = 20 Marks)

1. Kinesics
2. SMCR
3. Noise
4. Gatekeeping
5. Public opinion
6. Agenda setting theory
7. Marshal McLuhan
8. Spiral of Silence
9. Stuart Hall
10. Proxemics

SECTION – B

Answer any FOUR of the following in 150 words

(4 x 10 = 40 Marks)

11. Write in detail about different types and elements of communication.
12. Explain the concept of Democratic Participatory theory.
13. Examine Magic Bullet theory.
14. Explain the communication barriers.
15. Explain uses & gratification theory with examples.
16. Elaborate the critical theory of Frankfurt School.
17. Argue the influences of media contents on children using cultivation theory.
18. Discuss the process of the Spiral of Silence theory.

SECTION – C

Answer any TWO of the following in 250 words

(2 x 20 = 40 Marks)

19. Discuss the importance of Human Communication cues.
20. Critically evaluate the ideas of Soviet Media Theory.
21. Write in detail about different models of communication.
22. Recall the key ideologies associated with the Toronto School.

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