



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

FOURTH SEMESTER – APRIL 2024

UDJ 4501 – COMMUNICATION THEORIES

Date: 06-04-2024

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A - K1 (CO1)

Answer ALL the Questions -

(10 x 1 = 10)

1. Match the following

- | | | |
|----|----------------|---------------------------|
| a) | Haptics – | i) Libertarian |
| b) | Comb's model - | ii) Gate keeping |
| c) | Freedom – | iii) ABX |
| d) | Filtration – | iv) Medium is the Message |
| e) | McLuhan – | v) Touch communication |

2. Fill in the blanks

- a) ----- explains how we use the space around us to communicate our personal comfort.
- b) 'X' is in triangular model of communication.
- c) Communication takes place in form in Osgood – Schramm model of communication
- d) The main objective of theory was to disseminate party ideology to the lower classes.
- e) In the first step, information flows from media to in Two step flow theory.

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 =

10)

3. True or False

- a) Semantic noise is the noise from different channels.
- b) What effect a communication creates is told in Comb's model of communication.
- c) Authoritarian theory is all forms of communications are under the control of press owners.
- d) Limited effects theory is each individual has the choice to control which media sources they consume and which they don't.
- e) Walter Benjamin was a Philosopher.

4. Definitions

- a) Communication
- b) Feedback
- c) Normative Theories
- d) UGT

