



# 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)

	<b>Answer ALL the Questions -</b>	<b>(10 x 1 = 10)</b>
<b>1.</b>	<b>Match the following</b>	
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
<b>2.</b>	<b>Fill in the blanks</b>	
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)

	<b>Answer ALL the Questions</b>	<b>(10 x 1 = 10)</b>
<b>3.</b>	<b>True or False</b>	
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.	
<b>4.</b>	<b>Definitions</b>	
a)	Communication	
b)	Feedback	
c)	Normative Theories	
d)	UGT	

e)	Theodor Adorno
<b>SECTION B - K3 (CO2)</b>	
<b>Answer any TWO of the following</b>	<b>(2 x 10 = 20)</b>
5.	Organize various elements of communication.
6.	Construct Gerbner's model of communication.
7.	Develop Authoritarian theory with examples.
8.	Identify the elements of Agenda setting theory.
<b>SECTION C – K4 (CO3)</b>	
<b>Answer any TWO of the following</b>	<b>(2 x 10 = 20)</b>
9.	Examine various barriers which affect effective communication.
10.	Analyze the various elements, merits and demerits of Westley and MacLean's model of communication.
11.	Examine the effect of hypodermic needle theory with examples.
12.	Discover the contribution of Toronto school in the field of communication.
<b>SECTION D – K5 (CO4)</b>	
<b>Answer any ONE of the following</b>	<b>(1 x 20 = 20)</b>
13.	Explain the various types of communication.
14.	Interpret the various elements of SMCR model of communication.
<b>SECTION E – K6 (CO5)</b>	
<b>Answer any ONE of the following</b>	<b>(1 x 20 = 20)</b>
15.	Elaborate the effects of media through Cultivation theory.
16.	Discuss Critical Theory of Frankfurt School.
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