

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2024

UVC 1501 – HUMAN COMMUNICATION

Date: 08-04-2024

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART – A

Briefly answer **ALL** the following questions in about 50 words each.

(10 × 2 = 20)

1. Define Interpersonal communication
2. Write about non- verbal communication.
3. Define noise in human communication.
4. What is perception in communication.
5. Explain self-disclosure
6. Discuss Passive Audience.
7. Explain culture influence.
8. Define face to face communication
9. Discuss about Social Exchange Theory
10. Explain Mediated Communication

PART – B

Answer **ANY FOUR** of the following in about 200 words each.

(4 × 10 = 40)

11. Explain the components of communication in interpersonal relationships.
12. Discuss impression formation in relationship
13. Explain the principles of effective communication
14. Write about communication and culture
15. Describe the concept of Social Penetration Theory.
16. Discuss the concept of smell communication.
17. Give a note on Toxic Relationship
18. Explain the dark side of relationship

PART – C

Write essay on **ANY TWO** of the following in about 400 words each.

(2 × 20 = 40)

19. Explain the relationship theories in detail. Give Examples
20. Describe the stages of the organizational communication in media organization
21. Outline and discuss the human computer interaction and its impact on culture and society.
22. Critically analyze the impact of new media in the transformation of communication.

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