

# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



**B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION**

**FOURTH SEMESTER – APRIL 2024**

**UVC 4501 – COMMUNICATION THEORIES**

Date: 08-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

## SECTION – A

### ANSWER ALL THE QUESTIONS

**(10 x 2 = 20)**

1. What is Intrapersonal Communication?
2. Define Edutainment
3. Explain Priming
4. Define the term Public Opinion.
5. What is narrative?
6. Write about Folk Forms
7. Define Denotation.
8. Explain Balance Theory
9. Explain Gaze
10. Define Linguistics.

## SECTION – B

### ANSWER ANY 4 QUESTIONS

**(4 x 10 = 40)**

11. Write about the impact of globalization
12. Explain the AIDA process in detail.
13. Discuss on violence against journalists in India.
14. Explain Cultivation theory with suitable examples.
15. Give a Detailed account on Signifier and Signifies.
16. List the Various media Genres with examples.
17. Explain the importance of Political campaign
18. Write brief notes on the future of mass media.

## SECTION – C

### ANSWER ANY 2 QUESTIONS

**(2 x 20 = 40)**

19. Explain the importance of framing in news media
20. Give an Elaborate account on the Cultural effects of Mass media.
21. Discuss the portrayal of gender roles advertising media
22. Explore the importance of attitudinal and behavioral changes.

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