



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2024

UVC 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)	Change in action - i) Cultivation theory	
b)	Democracy – ii) Global corporate house	
c)	Mean World Syndrome - iii) Dissonance theory	
d)	Study of signs - iv) Elected by people	
e)	Transnational ownership – v) Semiotics	
2.	Fill in the blanks	
a) can influence a person's beliefs, attitudes, motivations and behaviours.	
b) is the act of sharing information.	
c) is used to disseminate information to a large audience.	
d) is a spoken, print, or electronic communication with a public audience.	
e) Is the process of interaction and integration among people, companies and governments worldwide.	
	SECTION A - K2 (CO1)	
	Answer ALL the Questions	(10 x 1 = 10)
3.	True or False	
a)	Congruity theory was formulated by Osgood and Tannenbaum.	
b)	Public opinion is the people's view on matters affecting them.	
c)	Violence is the intentional use of power.	
d)	A picture is worth a thousand words is an example for visual language.	
e)	Mass communication is the process by which an organization creates a message and transmits it to heterogeneous audience.	
4.	Definitions	
a)	Psychology	
b)	Politics	
c)	Culture	
d)	Media genre	

e)	New Media
SECTION B - K3 (CO2)	
Answer any TWO of the following	(2 x 10 = 20)
5.	Develop Diffusion of Innovation Theory.
6.	Construct Political communication in detail.
7.	Develop Cultivation theory.
8.	Identify the impact of technology on international communication.
SECTION C – K4 (CO3)	
Answer any TWO of the following	(2 x 10 = 20)
9.	Analyze the various elements in AIDA.
10.	Examine the cultural effects of mass media.
11.	Examine the importance of semiotics in communication.
12.	Analyze the impact of media imperialism.
SECTION D – K5 (CO4)	
Answer any ONE of the following	(1 x 20 = 20)
13.	Explain Bandura's Social Learning Theory in detail.
14.	Assess the portrayal of children in media.
SECTION E – K6 (CO5)	
Answer any ONE of the following	(1 x 20 = 20)
15.	Elaborate on gender stereotype in media.
16.	Compile the different genres of media and their roles.

&&&&&&&&&&