



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 |

