

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – **APRIL 2024**

PVC 1505 – COMMUNICATION THEORIES

Date: 17-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

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

(10 × 2 = 20)

1. Define mass communication.
2. What is the Hypodermic Needle Theory?
3. Define Two-step Flow Theory.
4. What is the theory proposed by Elihu Katz?
5. Define Agenda Setting theory.
6. What is Gatekeeping Theory?
7. Who is Erving Goffman.
8. What is the theory proposed by Albert Bandura?
9. Define Soviet Media theory
10. Explain the theory proposed by Leon Festinger?

PART – B

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

(4 × 10 = 40)

11. Compare and contrast the Agenda Setting and Gatekeeping theories in mass communication.
12. Discuss the relevance of the Normative Theory of Media in contemporary society.
13. Analyze the Media Dependency Theory and its implications for audience behavior.
14. How does Stephenson's Play Theory contribute to our understanding of media effects?
15. Explain the Social Learning Theory and its application in media influence.
16. Discuss the role of the Uncertainty Reduction Theory in interpersonal communication.
17. What are the key principles of the Social Cognitive Theory, and how do they relate to media consumption?
18. Evaluate the significance of the Protection Motivation Theory and the Health Belief Model in understanding health-related communication.

PART – C

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

(2 × 20 = 40)

19. Critically analyze the Cognitive Dissonance Theory in the context of media consumption and its impact on attitudes and behaviors.
20. Discuss the relationship between media and violence, drawing insights from various theories
21. Explain the Stalagmite Theories and their relevance in understanding media effects on society.
22. How does the concept of Framing influence media messages and audience perceptions? Provide examples to support your answer.

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