LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2024

PVC1MC05 – DYNAMICS OF COMMUNICATION TECHNOLOGY

Date: 05-04-2024   Dept. No.   Max. : 100 Marks
Time: 09:00 AM - 12:00 NOON

	SECTION A – K1 (CO1)	
	Answer ALL the questions	**(5 x 1 = 5)**
1	**Match the following**	
a)	Uses and Gratification - Study of systems, control and communication	
b)	Caroline Haythornthwaite - Observes the role of media in social learning	
c)	Social Cognitive Theory - Changes in media over time and their effects	
d)	Media Transformations - Media Multiplicity Theory	
e)	Cybernetics - Focuses on individual choices in media consumption	
	SECTION A – K2 (CO1)	
	Answer ALL the questions	**(5 x 1 = 5)**
2	**True or False**	
a)	Selective Perception implies that all audiences interpret media messages in the same way.	
b)	Caroline Haythornthwaite is known for her Medium Theory	
c)	Social Cognitive Theory deals with the role of media in social learning.	
d)	The Theory of Interactive Media Effects is outdated and no longer applicable.	
e)	Social Systems Approach disregards the systemic analysis of communication.	
	SECTION B – K3 (CO2)	
	Answer any THREE of the following	**(3 x 10 = 30)**
3	Explain the concept of Uses and Gratification in the context of social media	
4	Identify the main proponents and theories related to Communication Ecology	
5	Name the principal theories that study the cognitive effects of media	
6	Explain what is meant by Media Equations	
7	Identify the major theories related to Communication Systems and Networks	
	SECTION C – K4 (CO3)	
	Answer any TWO of the following	**(2 x 12.5 = 25)**
8	Summarize the Expectancy-Value Theory in the context of media richness.	
9	Apply Marshall McLuhan's Medium Theory to explain the impact of television on society.	
10	Name the key components of the Social Cognitive Theory	
11	List the key elements of Cybernetics and Self-organization in communication systems.	
	SECTION D – K5 (CO4)	
	Answer any ONE of the following	**(1 x 15 = 15)**
12	Construct a model explaining the Psychological Effects of Social and Mobile Media.	
13	Apply Latane's Dynamic Social Impact Theory to analyze the spread of fake news.	
	SECTION E – K6 (CO5)	
	Answer any ONE of the following	**(1 x 20 = 20)**
14	Synthesize the theories of media effects and CMC effects to offer a holistic view of media impact.	
15	Evaluate Jenkins' Spreadable Media Theory in the context of virality and information dissemination.	

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