LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2024

PVC2MC03 – PERSUASIVE COMMUNICATION

Date: 08-04-2024   Dept. No.   Max. : 100 Marks
Time: 01:00 PM - 04:00 PM

	SECTION A – K1 (CO1)	
	Answer ALL the questions	**(5 x 1 = 5)**
1	**Match the following**	
a)	Central route processing – buy button	
b)	Peripheral route processing – loss aversion	
c)	Limbic system – low level of elaboration	
d)	Pre-suasion – high level of elaboration	
e)	Heuristics – grabbing attention	

	SEC TION A – K2 (CO1)	
	Answer ALL the questions	**(5 x 1 = 5)**
2	**Define the following**	
a)	Anchoring effect.	
b)	Delaying strategy in propaganda.	
c)	Connotation and denotation.	
d)	Summarize cognitive biases.	
e)	Explain audience analysis.	

	SECTION B – K3 (CO2)	
	Answer any THREE of the following	**(3 x 10 = 30)**
3	Apply Propaganda techniques and substantiate with suitable examples	
4	Organize audience and message analysis.	
5	Identify media rhetoric by Roland Barthes.	
6	Make use of TARES test to analyze any one political leader's election campaign for ethical persuasion.	
7	Construct the recent trends of persuasion in social media.	

	SECTION C – K4 (CO3)	
	Answer any TWO of the following	**(2 x 12.5 = 25)**
8	Categorize the roles signs and symbols play in shaping political discourse and ideologies in the modern era?	
9	Examine the usage of behavior change communication with case studies.	
10	Analyze the elaboration likelihood model	
11	Simplify persuasive knowledge model	

	SECTION D – K5 (CO4)	
	Answer any ONE of the following	**(1 x 15 = 15)**
12	Criticize the psychology of communication technology and explain its attention - distraction – rapt.	
13	Explain the pre-suasion model by Rodert D Cialdini.	

	SECTION E – K6 (CO5)	
	Answer any ONE of the following	**(1 x 20 = 20)**
14	Elaborate the emerging techniques of neuro marketing approaches.	
15	Discuss how do digital platforms utilize persuasive design in user interfaces that enhance user experience and engagement?	

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