 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.Sc.** DEGREE EXAMINATION - **VISUAL COMMUNICATION**

FIRST SEMESTER – **NOVEMBER 2012**

# VC 1816 - COMMUNICATION THEORIES

Date : 05/11/2012 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

**PART-A**

Answer **ALL** the questions in not more than 50 words each: 10x2=20

1. ‘Communication is contextual’
2. Aristotle model
3. Magic bullet
4. Mediation
5. Spiral of silence
6. Framing
7. Convergence of technologies
8. Yellow journalism
9. Cool media
10. Hegemony

**PART-B**

Answer any **FIVE of** the following in not more than 200 words each: 5x8=40

1. Differentiate between mass communication and Public communication.
2. Emphasize the importance of two-step flow theory.
3. List out the uses and gratifications of media.
4. State how gate keeping is exercised in the media. Specify the areas where it is applied.
5. What are communication theories? Why do we need them?
6. Give a detailed account of processes of cognitive dissonance theory.
7. Explain health belief model.

**PART-C**

Answer any **TWO** of the following in not more than 500 words each: 2x20=40

1. Elaborate on the different elements of communication.
2. Critically analyze hypodermic needle theory and its applicability in the electronic media.
3. Explain how and why media set agendas. Give example of how media set agendas during election.
4. Discuss media dependency theory and its relevance today.

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