

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**B.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM**

**FOURTH SEMESTER – APRIL 2022**

**UDJ 4501 – COMMUNICATION THEORIES**

Date: 16-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**SECTION – A**

**Answer ALL the following**

**(10 x 2 = 20 Marks)**

1. Kinesics
2. SMCR
3. Noise
4. Gatekeeping
5. Public opinion
6. Agenda setting theory
7. Marshal McLuhan
8. Spiral of Silence
9. Stuart Hall
10. Proxemics

**SECTION – B**

**Answer any FIVE of the following in 150 words**

**(5 x 8 = 40 Marks)**

11. Write in detail about different types and elements of communication.
12. Discuss the significance of media theories.
13. Examine magic Bullet theory.
14. Explain the barriers of communication.
15. Explain uses & gratification theory with examples.
16. Elaborate the critical theory of Frankfurt School.
17. Argue the influences of media contents on children using cultivation theory.

**SECTION – C**

**Answer any TWO of the following in 250 words**

**(2 x 20 = 40 Marks)**

18. Discuss the importance of Human Communication.
19. Critically evaluate the ideas of Soviet Media Theory.
20. Write in detail about different models of communication.

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