

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2022

PVC 1505 – COMMUNICATION THEORIES

Date: 21-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART – A

Answer the following Questions

(10 X 2 = 20 Marks)

1. Lasswell's Model
2. Light Viewers
3. Selective Retention
4. George Gerbner
5. Elihu Katz
6. Agenda setting
7. Audience
8. Communication
9. Culture
10. Framing

PART – B

Answer FIVE of the following with relevant theories and examples

(5 X 8 = 40 Marks)

11. Audiences passively consume whatever is portrayed in the media and thus can be easily swayed one way or the other by propaganda presented through media- Explain
12. Communication needs a gatekeeper to filter out irrelevant content, and only pass on that which serves the purpose of communication- Explain
13. Which theory emphasizes on complete freedom of the press and other channels of mass communication-Explain
14. Media communication is a simple, one-way process- Explain
15. Mathematical theory of communication that argues that human communication can be broken down into 6 key concepts - Explain
16. Audiences have a need for, or a dependence on media- Explain
17. Communication is not a direct interaction between the masses and the media- Explain

PART – C

Answer TWO of the following with relevant case study

(2X20= 40 Marks)

18. Describes the pattern and speed at which new ideas, practices, or products spread through a population.
19. Repeated exposure to media over time influences perceptions of social reality- Explain
20. How health educators can use communication theory to create messages that are innovative, relatable, and motivating to intended audiences.
21. Learning process and social behaviour which proposes that new behaviours can be acquired by observing and imitating others- Explain

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