

S.No. 3270

P 16 VC 22

(For candidates admitted from 2016–2017 onwards)

M.Sc. DEGREE EXAMINATION, NOVEMBER 2022.

Visual Communication

**THEORIES OF COMMUNICATION AND VISUAL
ANALYSIS**

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL questions.

1. Libertarian Theory.
2. Dominant Paradigm.
3. David Berlo.
4. Mathematical Theory of Communication.
5. Define Normative Theories.
6. Frankfurt School.
7. Roland Barthes.
8. What is the female gaze theory?
9. Define Marxism.
10. What is Protagonist?

PART B — (5 × 5 = 25)

Answer ALL questions choosing either (a) or (b).

11. (a) Critically comment on the two-step flow theory.

Or

- (b) Differentiate between theories and models with examples.

12. (a) What is Wilbur Schramm's contribution to communication studies?

Or

- (b) Write a note about Media Dependency Theory.

13. (a) Write a detailed note on Semiotics Theory.

Or

- (b) Explain with examples of Gatekeeping theory.

14. (a) Explain how meanings are generated by symbols in Visual media.

Or

- (b) Explain the important objectives of Popular Culture in India.

15. (a) What is Structural Imperialism Theory?

Or

- (b) Differentiate Modernism and Postmodernism with examples.

PART C — (3 × 10 = 30)

Answer any THREE questions.

16. Elaborate on the four theories of the press.

17. Describe Westley and Maclean communication model.

18. Critically analyze the relevance of agenda setting theory in the present context of well-informed society.

19. Trace out the historical development of Semiotics with examples.

20. Give a detailed report on the Feminist film theory with necessary examples.