

KAMARAJ COLLEGE (Autonomous)

Accredited with A+ Grade by NAAC

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(3 Pages)

Reg. No:.....

Question Code: 26E02810

Course Code : 24UMVC41

UG Degree - End Semester Examinations, April 2026

Fourth Semester

B.Sc., VISUAL COMMUNICATION

Communication Theories

(For those who joined in July 2024 onwards)

Time : 3Hours

Maximum : 75 Marks

PART - A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer :

CO:1 1. Balance theory was proposed by

- K:1
- (a) Fritz Heider (b) Leon Festinger
(c) Wilbur Schramm (d) Albert Bandura

CO:1 2. Cognitive dissonance theory explains

- K:1
- (a) Learning by imitation (b) Attitude inconsistency
(c) Opinion leadership (d) Media framing

CO:2 3. The AIDA model stands for

- K:1
- (a) Attention–Interest–Desire–Action
(b) Awareness–Information–Decision–Action
(c) Analysis–Interpretation–Decision–Application
(d) Attitude–Ideology–Decision–Action

CO:2 4. Framing in media mainly influences

- K:2
- (a) Media ownership (b) Audience interpretation
(c) News circulation (d) Advertising revenue

CO:3 5. Manufacturing Consent is associated with

- K:1
- (a) McLuhan (b) Katz
(c) Noam Chomsky (d) Bandura

CO:4 6. Cultivation theory focuses on

- K:1
- (a) Short-term effects (b) Political communication
(c) Propaganda techniques (d) Long-term media exposure

- CO:4 7. Media violence theory is mainly concerned with
K:2 (a) Ethics (b) Audience behavior
(c) Technology (d) Globalization
- CO:5 8. Media imperialism is related to
K:1 (a) Local media growth (b) Folk media
(c) Community media (d) Global media dominance
- CO:5 9. Transnational media ownership affects
K:2 (a) Cultural identity (b) Language only
(c) Printing technology (d) Journalism ethics
- CO:3 10. New media is primarily characterized by
K:1 (a) One-way (b) Print dominance
communication
(c) Interactivity (d) State control

PART - B (5 X 5 = 25 Marks)

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

Answer should not exceed 250 words.

- CO:1 11. (a) Explain Balance theory with a suitable example.
K:2 **(OR)**
(b) Discuss Congruity theory and its relevance to persuasion.
- CO:1 12. (a) Describe Bandura's Social Learning Theory.
K:3 **(OR)**
(b) Explain Diffusion of Innovation theory with KAP model.
- CO:2 13. (a) Analyze the role of propaganda in political communication.
K:3 **(OR)**
(b) Explain priming and framing with media examples.
- CO:4 14. (a) Discuss cultivation theory and its social impact.
K:2 **(OR)**
(b) Explain the relationship between media and violence.
- CO:5 15. (a) Examine media imperialism in the context of globalization.
K:3 **(OR)**
(b) Analyze the impact of technology on international communication.

PART – C (5 X 8 = 40 Marks)

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

Answer should not exceed 500 words.

CO:1 16. (a) Critically examine persuasion theories and their role in
K:4 attitude and behavioral change.

(OR)

(b) Evaluate educational communication theories and their relevance in contemporary media education.

CO:2 17. (a) Assess the influence of political communication on public
K:5 opinion in democratic societies.

(OR)

(b) Critically analyses the concept of “Manufacturing Consent” with current media examples.

CO:4 18. (a) Discuss cultural effects of mass media with reference to
K:5 gender and children.

(OR)

(b) Evaluate entertainment effects of mass media using cultivation theory.

CO:3 19. (a) Examine linguistic approaches to communication and their
K:4 relevance to media texts.

(OR)

(b) Analyze semiotics and visual language in contemporary media.

CO:5 20. (a) Critically discuss global media governance and transnational
K:5 media ownership.

(OR)

(b) Evaluate the future of communication theories in the context of new media technologies.