

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

**B.A VISUAL COMMUNICATION– IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

**(Examination conducted in May 2023)**

**VC 4322 – INTRODUCTION TO COMMUNICATION MODELS AND THEORIES**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 60**

**This paper contains TWO printed pages and THREE parts**

**PART-A**

**Answer any FIVE of the following in 150 words each 5X6=30**

1. Give a definition stated by a theorist to define communication
2. What are the different forms of verbal and non-verbal communications?
3. Explain the rhetoric model of communication
4. Elucidate Osgood and Schramm’s model of communication
5. Explain ‘Culture’
6. What is meant by ideology?
7. Who are agenda setters and opinion leaders?

**PART B**

**Answer any TWO of the following in 250 words each 2X10=20**

1. Explain the Frank Dance’s Helical model
2. With a suitable example discuss how opinion leaders use media content to propagate ideologies
3. How best can the Westley and Maclean model be used in media today? Justify with suitable example

**PART C**

**Answer any one in 300 words 1X10=10**

1. Public campaigns are a popular method through which political dogmas are propagated to garner a common opinion from the public. Discuss this relevant view with a suitable example.
2. Media supremacy being an inevitable situation in today’s society is an important phenomena leading to the formation of major socio-cultural and political ideologies. Comment with your views supporting your statements with suitable examples.

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