** ST JOSEPH’S UNIVERSITY, BENGALURU -27**

Registration Number:

Date & session:

 **BA Visual Communication–4thSEMESTER**

**SEMESTER EXAMINATION: April 2024**

**(Examination conducted in May/June2024)**

**VC 4322: INTRODUCTION TO COMMUNCIATION THEORIES AND MODEL**

**This question paper contains ONE page and THREE parts**

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

 **PART-A**

**Answer any FIVE of the following in about 150 words (5x5=25)**

1. What is ‘Noise’ in a communication model?
2. Who are agenda setters?
3. In a communication model what is understood as the ‘field of experience’?
4. How do you explain the dual role of an encoder and decoder in a communication process? Draw and explain
5. Define communication.
6. Differentiate between interpersonal and intrapersonal communication with examples
7. Who are called as ‘Influencers’ of social media?

**PART B**

**Answer any 2 of the following in about 200 words (2X10=20)**

1. Explain the Libertarian theory
2. What role does a gatekeeper play in the media today?
3. What is ‘soft-power’? Explain with an example from media.

**PART C**

**Answer any ONE in about 250-300 words (1X15=15)**

1. Interpret the Interactive model with the Westley and Maclean Model
2. Explain the concepts of ideology, propaganda and persuasion used in visual communication in today’s media setup.