



Register Number:

DATE: 09-01-2021

ST JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 27
B.A VISUAL COMMUNICATION – I SEMESTER
END SEMESTER EXAMINATION – JANUARY-2021
VC 1118: INTRODUCTION TO COMMUNICATION

Time: 2 1/2 Hours

Max Marks: 70

This question paper has ONE printed page and THREE parts

(Write the answers clearly, precisely, and to the point. Keep strictly to the principles of journalistic writing. Answers submitted in point form will not be marked.)

I. Write short notes on any FIVE of the following in 100 words each. (5X5=25)

1. The facticity of news
2. Taste culture
3. Bias and framing
4. Intertextuality
5. Target audience
6. Communication barriers

II. Answer any THREE of the following in 300 words each. (3X10=30)

7. What are the four main types of mass media audience?
8. Elaborate the main propositions of the critical cultural theorists to mass media culture.
9. Name different types of communication and explain how a type of communication can be effectively used in a concrete situation.
10. 'Non-verbal communication is more effective'. State whether you agree or disagree with the statement with an apt example.

III. Answer any ONE of the following in 500 words. (1X15=15)

11. Although the concept of 'mass society' was not fully developed until after the Second World War, the essential ideas were circulating before the end of the nineteenth century. Elaborate the statement.
12. Highlight and explain the components of the communication process according to Shannon and Weaver.

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