



Register No:

Date:

**ST. JOSEPH'S COLLEGE (AUTONOMOUS), BENGALURU – 27
B.A. (VISUAL COMMUNICATION)– I SEMESTER
SEMESTER EXAMINATION – OCTOBER 2019
VC 1118 –INTRODUCTION TO COMMUNICATION**

Time: 2 ½ Hrs

Maximum Marks: 70

This question paper has ONE printed page and THREE parts

I. Write short notes on any FOUR in not more than 100 words each: (4x5=20)

1. Paralanguage
2. Gutenberg
3. Intra-personal Communication
4. Shannon and Weaver Model of Communication
5. Communication Process

II. Answer any TWO questions in about 200 words each: (2x10=20)

6. Elaborate on the different stages in the history of human communication
7. Marshall McLuhan argued that 'Medium is the Message'. Respond with relevant examples
8. What are the types of communication and their relevance for us today?

III. Answer any TWO of the following questions in about 400 words: (2x15=30)

9. What is the impact of mass media on children . Explain
10. Why do we need to study the media? Use appropriate references.
11. Media is the Fourth Estate of our country. Critically evaluate its role in the political development of our country.