

**D 51610**

Name.....

Reg. No.....

**FIRST SEMESTER M.C.J. DEGREE EXAMINATION, NOVEMBER 2018**

(CUCSS—PG)

M.C.J.

MCJ 1C 01—INTRODUCTION TO MASS COMMUNICATION

(2014 Syllabus Year)

Time : Three Hours

Maximum : 36 Weightage

*Answer Question No. 1 and four others.*

**Part A**

1. Write short notes on any *six* of the following :

- |                               |                                       |
|-------------------------------|---------------------------------------|
| (a) Barlund model.            | (e) Social relations perspective.     |
| (b) Gerbner model.            | (f) Uses and gratifications approach. |
| (c) Stimulus response theory. | (g) Spiral of silence.                |
| (d) Magic bullet theory.      | (h) International news flow.          |

(6 × 2 = 12 weightage)

**Part B**

*Answer any four questions.*

*Each question carries 6 weightage.*

2. Assess critically the relevance of two-step and multi-step flow of communication in the context of the rapid growth of digital media.
3. Discuss the concept of selectivity, citing research finding in this area.
4. Elucidate at least two models of the mass communication process.
5. What are the types of media effects ? Discuss briefly the history of media effects study.
6. Elucidate the nature and characteristics of mass media and discuss their functions in a democratic society.
7. What are the contemporary communication issues, both at the national and international levels ?
8. What are the normative theories of the press ?
9. Write briefly notes about the contributions of the following authors :
  - (a) Galtung and Ruge.
  - (b) Ball-Rokeach.
  - (c) McNelly.
  - (d) Bass and Mowlana.

(4 × 6 = 24 weightage)