

D 93342

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Name.....

Reg. No.....

**FIRST SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2020**

(CBCSS)

Journalism and Mass Communication

MCJ 1C 01—INTRODUCTION TO MASS COMMUNICATION

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend **all** questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

Section A

I. Write short notes on any *four* of the following. Each question carries 2 weightage :

- (a) Persuasive communication.
- (b) Media Innovation.
- (c) Spiral of silence.
- (d) Gatekeeping.
- (e) Agenda setting.
- (f) Gerbner Model.
- (g) Social Learning theory.

(4 × 2 = 8 weightage)

Section B

II. Write short essays on any *four* of the following. Each question carries 3 weightage :

- (a) How Medias effectively telling a Stereotype story using Propaganda elements ?
- (b) Illustrate the Flow theories of communication : One, Two and Multi step flow with models.
- (c) Explain, how Social Learning theory and modelling process involved in communication process ?

Turn over

- (d) What are all the principles followed in reviewing the characteristics of mass media ?
- (e) What is the function of Media Gatekeeping, and explain how the pre-sensor and post-sensor Medias manage to keep their credibility ?
- (f) Explore the significant role of Media industry in cultural exchange with Social cohesion theory.
- (g) Compose a short essay on the kinds and stages of strategical communication.

(4 × 3 = 12 weightage)

Section C

III. Write long essays on any *two* of the following. Each question carries 5 weightage :

- (a) Critically analyse the theories of mass society by Comte, Spencer, Tonnies, Durkheim and Habermas.
- (b) Explain, how construction of meaning happens through Linguistics, Sociology and Social Psychological approach ?
- (c) Critically analyse Mass as Audience and related theories: Individual differences theory, Social differentiation theory, Social relationship theory.
- (d) Explain utilizing Rogers' Diffusion of Innovation Theory and how Adult people adapting Smart Mobile Phone in their life ?

(2 × 5 = 10 weightage)