

**FIRST SEMESTER M.A./M.Sc./M.Com. DEGREE EXAMINATION  
DECEMBER 2019**

(CBCSS)

Journalism and Mass Communication

MCJ 1C 01—INTRODUCTION TO MASS COMMUNICATION

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

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

- (a) Interpersonal communication.
- (b) Propaganda.
- (c) Media addiction.
- (d) Gatekeeping.
- (e) Laggards.
- (f) Gratification.
- (g) Media dependency.

(4 × 2 = 8 weightage)

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

- (a) What is the development role of Mass Communication in contemporary India ?
- (b) Explore the recent nature and characteristics development of Indian Television Media.
- (c) Do you agree the Tunisian historiographer Ibn Khaldun's central concept of 'asabiyyah' (Social cohesion) theory of Mass Society ? Explain.
- (d) Enumerate, the origin and evaluation of communication as a discipline.
- (e) Give a brief note on communication and its elements and process.
- (f) Write a short essay on the types and levels of communication.
- (g) Discuss the salient futures of communication models of Dance, Berio, Barnlund and Gerbner.
- (h) Illustrate the Social Learning theory and modelling process.

(4 × 3 = 12 weightage)

**Turn over**

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

- (a) Critically analyse the following theories of effect : Dependency, Spiral of Silence, Cultivation Analysis with suitable news story.
- (b) Illustrate the theories of Agenda Setting, Framing, Priming and Formation of public opinion with electoral news.
- (c) Elucidate the concept of Mediated Reality : Persuasion, Balance, Congruity and Dissonance theory.
- (d) How Young and Adult people adapted Mobile Phone in their life ? Explain utilizing Rogers' Diffusion of Innovation Theory.

(2 × 5 = 10 weightage)