

D 131211

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Name.....

Reg. No.....

**FIRST SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2025**

(CBCSS)

Journalism and Mass Communication

MCJ 1C 01—INTRODUCTION TO MASS COMMUNICATION

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

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

- a) Proxemics.
- b) Riley and Riley model of communication.
- c) Spin tactics.
- d) Mobile Optimisation Imperative.
- e) Spiral of Silence Theory.
- f) Streaming media.
- g) Public sphere.

(4 × 2 = 8 weightage)

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

- a) Discuss the concept of the “hypodermic needle” model.
- b) Identify the influence of new media on human communication.
- c) Share your views on “Media as an industry”.
- d) Discuss the core assumptions of Diffusion of Innovations theory.
- e) Elaborate the flow theories of communication.
- f) What is cognitive dissonance theory ? How does it explain our tendency to avoid information that contradicts our existing beliefs ?
- g) Discuss how public opinion and media practices are interrelated.

(4 × 3 = 12 weightage)

Turn over

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

- a) Examine the scope of convergent communication, paying particular attention to the changing functions of mass communication.
- b) Examine critically with relevant examples how mass media systems uphold the hegemony of the dominant ideologies.
- c) 'The world represented in the media greatly influences our understanding and beliefs about reality' Examine the statement in the context of mediated reality.
- d) Discuss the psychological approach on meaning-making. How are our perceptions of media messages influenced by individual factors like attitudes, values, and beliefs ?

(2 × 5 = 10 weightage)