

**C 32505**

Name.....

Reg. No.....

**FIRST SEMESTER M.C.J. DEGREE EXAMINATION, DECEMBER 2017**

(CUCSS)

MCJ 1C 01—INTRODUCTION TO MASS COMMUNICATION

(2014 Admissions)

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) Interpersonal communication.
- (b) Stimulus response theory.
- (c) Individual differences perspective.
- (d) Uses and gratifications approach.
- (e) Magic bullet theory.
- (f) Normative theories of the press.
- (g) Functions of mass media.
- (h) Narcotising dysfunction of the media.

(6 × 2 = 12 weightage)

**Part B**

*Answer any four questions.  
Each question carries 6 weightage.*

2. Write a critical note on the media scenario in India.
3. Discuss the relevance of the two-step flow of communication in this age of digital convergence of the media.
4. Discuss the concepts of gatekeeping and agenda setting functions of the media.
5. Elucidate the concept of selectivity.
6. Discuss the nature and characteristics of mass communication and elucidate any two models of the process of mass communication.
7. Discuss the importance of feedback in communication.
8. Discuss at least three theories relating to media effects.
9. Elucidate Noelle-Neumann's theory of the spiral of silence.

(4 × 6 = 24 weightage)