

D 32619

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Name.....

Reg. No.....

**FIRST SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2022**

(CBCSS)

Journalism and Mass Communication

MCJ 1C 01—INTRODUCTION TO MASS COMMUNICATION

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

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

- a) Media convergence.
- b) Folk media.
- c) Public opinion.
- d) Diffusion of Innovation.
- e) Cognitive consistency.
- f) Imitation.
- g) Fritz Heider.

(4 × 2 = 8 weightage)

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

- a) Discuss the main assumptions of Uses and gratifications theory.
- b) Argue the role of face book as a tool of mass communication in India.
- c) Examine the significance of media theories in mass communication discipline.
- d) Critically examine the nature, scope and limitations of new media.
- e) Analyze the basic tenets of Albert Bandura's Social learning theory.

Turn over

- f) Discuss the implications of the theory of cultivation by George Gerbner.
- g) Describe popular culture and the influence and role of mass media in the formation of popular culture.

(4 × 3 = 12 weightage)

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

- a) Explain 'propaganda' and the various techniques of propaganda. Elaborate the role of political communication in a democratic society.
- b) Enumerate on the need and relevance of Mass communication studies in India. Trace the growth of mass communication studies and research in India.
- c) Critically comment your views on the impact of emerging new media technologies on democratization of information.
- d) Examine 'media effects and types of media effects with special emphasis on psychological impact of media on human behaviour.

(2 × 5 = 10 weightage)