



K23P 3054

Reg. No. : .....

Name : .....

I Semester M.A. Degree (CBCSS – OBE – Regular) Examination, October 2023  
(2023 Admission)

**JOURNALISM AND MASS COMMUNICATION**  
**MAJMC01C01 : Introduction to Communication**

Time : 3 Hours

Max. Marks : 60

- I. Write short notes on **any five** of the following. Each answer carries **three** marks. (5×3=15)
- 1) Semantic noise.
  - 2) Gatekeeping.
  - 3) Wilbur Schramm.
  - 4) Opinion leaders.
  - 5) Grapevine communication.
  - 6) Hashtag campaign.
- II. Write short essay on **any three** of the following. Each answer carries **six** marks. (3×6=18)
- 7) Compare and contrast interpersonal and mass communication, highlighting the key differences and similarities.
  - 8) Describe the elements and functions of Lasswell's model of communication.
  - 9) Define the term 'Agenda Setting' and discuss its significance in the media's influence on public opinion.
  - 10) List some of the provisions in the Indian Penal Code (IPC) that can be used to restrict media content.
  - 11) Examine the ethical dilemmas faced by mass media professionals in their reporting and content creation and propose potential solutions.

P.T.O.



III. Write long essays on **any three** of the following. **Each** answer carries **nine** marks.

(3×9=27)

- 12) Analyze a contemporary case study involving propaganda and mass communication, discussing its effects on public opinion.
- 13) Evaluate the strengths and weaknesses of the gatekeeping model in the context of modern media platforms and gatekeeping mechanisms.
- 14) Analyse a contemporary issue using the Spiral of Silence Theory, explaining how it affects public discourse.
- 15) Examine the media's role in reporting on gender, LGBTQ+, minorities, dalits and sexuality and discuss the challenges and biases involved.
- 16) Analyse a media campaign on a target audience that influences the cognitive, attitudinal and affective level.

