

Reg No. :

Name :



N 9692

FIRST SEMESTER M.C.J. DEGREE EXAMINATION, DECEMBER 2004

CJ 101 - FUNDAMENTALS OF MASS COMMUNICATION

Time : Three Hours

Maximum : 80 Marks

Answer question No. VII and any four other.

- I. Trace the evolutionary history of human communication from the age of signs and signals to the age of mass communication. (15 marks)
- II. Explain the process of communication with the help of the models given by Aristotle and Barnlund. (15 marks)
- III. Bring out the importance of the individual differences theory and social relations in the context of media-audience interaction. (15 marks)
- IV. Explain the flow of news from sources to mass audience with suitable models (s). (15 marks)
- V. Explain the uses and gratification theory. (15 marks)
- VI. How good is the stimulus-response theory in understanding the complex nature of media-audience interaction in contemporary societies. (15 marks)
- VII. Write short notes on any five of the following :
 - (a) Semantic and mechanical noise.
 - (b) Notification and 'Escape'.
 - (c) DTH.
 - (d) Mass media and class media.
 - (e) Sleeper effects.
 - (f) Global village.
 - (g) Persuasive communication. (20 marks)