

Reg. No. : .....

Name : .....



M 12747

**First Semester M.C.J. Degree Examination, December 2006**  
**CJ 101 : FUNDAMENTALS OF MASS COMMUNICATION**

Time: 3 Hours

Max. Marks: 80

*Instructions: 1) Answer question No. 7 and four others. Questions No. 7 carries 20 marks.*

*2) All other questions carry 15 marks each.*

1. Describe the major characteristics of mass communication. 15
  2. Explain the six theories of the Press. 15
  3. "The gatekeepers decide what the audience read, listen or view." Comment. 15
  4. Critically examine the concept of "Limited Effects" of mass media, citing examples from the media scenario in India. 15
  5. Enumerate the factors contributing to more effective interpersonal communication. 15
  6. Presenting examples, discuss the uses as well as limitations of communication models. 15
  7. Write short notes on **any five** of the following : 20
    - a) Selective perception
    - b) Dysfunctions
    - c) Information overload
    - d) Social categories perspective
    - e) Multi-step flow
    - f) Persuasive communication
    - g) Opinion leader.
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