



M 15686

Reg. No.:

Name:

**First Semester Master of Communication and Journalism Degree
Examination, December 2008
CJ 101 : FUNDAMENTALS OF MASS COMMUNICATION**

Time : 3 Hours

Max. Marks: 80

Instruction: Answer questions VII and other four. All questions carry equal marks.

- I. Define communication and briefly explain the types of communication.
 - II. State the characteristics of Authoritarian, communist and social responsibility theory.
 - III. What is mass communication ? Explain the nature and characteristics of television and cinema.
 - IV. List the communication models and explain the models of Harold Lasswell and Wilber Settramm.
 - V. What are the functions of communication ? Explain them.
 - VI. Discuss the impact of electronic media on Indian society.
 - VII. Write short notes on **any five** of the following :
 - a) Media dependency theory
 - b) Bass and Mowlana
 - c) Audio Jockey
 - d) News flow model
 - e) Announcer
 - f) Media audience
 - g) DTH.
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