



M 20842

Reg. No. : .....

Name : .....

**First Semester M.C.J. Degree (Reg./Sup.) Examination, December 2011  
(2009 Admn.)**

**CJ 101 – FUNDAMENTALS OF MASS COMMUNICATION**

Time: 3 Hours

Max. Marks: 60

**Instructions:** Answer question I and **four** others. **All** questions carry **equal** marks.

I. Write short notes on **any four** of the following :

- a) Riley and Riley model of mass communication
- b) Interpersonal communication
- c) Cross-media ownership
- d) Authoritarian theory
- e) Spiral of silence
- f) Two step flow.

(4×3=12)

II. Define communication and briefly state the elements of communication.

III. Explain Dance's model of communication.

IV. Write short notes on the libertarian theory and the social responsibility theory.

V. Communication models organize the various elements and the process of communication. Explain this statement with the help of Berlo's model.

VI. Detail the characteristics of mass communication.

VII. Discuss the positive and negative dimensions of internet.

VIII. Analyse the basic tenets of the uses and gratifications theory.

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