



M 22740

Reg. No. :

Name :

First Semester M.C.J. Degree (Reg./Sup.) Examination, December 2012
CJ 101 : FUNDAMENTALS OF MASS COMMUNICATION

Time : 3 Hours

Max. Marks : 60

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

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

- a) Ritualistic use of media
- b) Lasswell's model
- c) Noise
- d) Whistle blower
- e) Narrow casting
- f) Agenda setting.

(4x3=12)

II. Compare and contrast the different types of communication.

III. The uses and gratifications theory has assumed more significance with the arrival of the New Media. Do you agree ?

IV. Critically evaluate the mathematical model of communication.

V. Discuss Wilbur Schramm's model of communication.

VI. Detail the potentials and limitations of print as a mass medium.

VII. Highlight the changes in the media since the advent of globalisation.

VIII. Explain the process of mass communication with the help of Riley and Riley model.
