



M 26876

Reg. No. :

Name :

**I Semester M.C.J. Degree (Reg./Sup.) Examination, December 2014
(2014 Admn.)**

MCJ 1C 01 : INTRODUCTION TO MASS COMMUNICATION

Time : 3 Hours

Max. Marks : 60

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

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

- 1) Newsflow
- 2) Noice
- 3) Communication
- 4) Folk Media
- 5) Gate Keeper
- 6) Semantic Barrier.

II. Explain different types of communication.

III. Discuss in detail the Uses and Gratifications Theory.

IV. Describe the process of communication with the help of Shannon and Weaver Model.

V. Discuss Normative Theories of media performance.

VI. Explain the nature of mass media.

VII. Discuss in detail the functions of mass communication.

VIII. Examine the strength and limitations of newspaper.
