



K16P 0027

Reg. No. :

Name :

First Semester M.C.J. Degree (Reg./Supple.)
Examination, December 2015
(2014 Admn. Onwards)
MCJ 1C01 : 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) Intra-personal Communication.
- 2) Verbal Communication.
- 3) New Media.
- 4) Communication model of Aristotle.
- 5) Barriers of Communication.
- 6) News Flow Imbalance.

II. Explain the communication model of Andersch-Staats and Bostorn.

III. Discuss Westley and MacLean model of mass communication process.

IV. Describe the elements of communication in detail.

V. Examine the strength and limitations of radio.

VI. Explain Dance and Burnlund's model of communication.

VII. Discuss McNelly, Bass and Mowlana's news flow model.

VIII. Detail Normative theories of mass media performance.
