



K17P 0284

Reg. No. :

Name :

First Semester M.C.J. Degree (Supplementary) Examination, Dec. 2016
(2014 – 2015 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) Mass Communication.
- 2) Authoritarian Theory.
- 3) Social Networking Sites.
- 4) Dyadic Communication.
- 5) Folk media.
- 6) Development Media Theory.

II. Explain in detail verbal and non-verbal communication.

III. Examine the strength and limitations of new media.

IV. Explain the communication model of Lasswell.

V. Discuss gate keeping models of White Galtung and Ruge.

VI. Define communication and explain the types of communication.

VII. Analyse the functions of mass media in detail.

VIII. Critically examine uses and Gratifications Theory.
