



K17P 0280

Reg. No. :

Name :

**First Semester M.C.J. Degree (Regular) Examination, December 2016
(2016 Admission)**

MCJ1C01 : INTRODUCTION TO MASS COMMUNICATION

Time : 3 Hours

Max. Marks : 60

Answer question I and **four** others. **All** questions carry **12** marks.

- I. Write short notes on **any four** of the following.
 - 1) Spiral of silence
 - 2) Non-verbal communication
 - 3) Hegemony
 - 4) Interpersonal communication
 - 5) Agenda setting
 - 6) Lasswell's model of communication.
 - II. Define communication and briefly state the elements of communication.
 - III. Analyse the basic tenets of the uses and gratifications theory.
 - IV. Critically evaluate the flow theories.
 - V. Explain the process of mass communication with the help of Riley and Riley model.
 - VI. "Medium is the message" comment.
 - VII. Explain the central postulates of the normative theories.
 - VIII. "In the Television era it was hard if not impossible to participate, but now in the new world of personal media and internet, the exact reverse is the case : it is hard to merely be a bystander". Comment.
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