



**M 14254**

Reg. No. : .....

Name : .....

**First Semester Master of Communication and Journalism Degree**  
**Examination, January 2008**  
**CJ 101 : FUNDAMENTALS OF MASS COMMUNICATION**

Time: 3 Hours

Max. Marks: 80

*Instruction: Answer questions VII and other four. All questions carry equal marks.*

- I. Compare and contrast the characteristics of print media with electronic media. 15
  - II. Describe the process of communication with the help of Berlo's model. 15
  - III. Bring out the differences between the libertarian theory and social responsibility theory. 15
  - IV. What is the role of the active and passive audience in the context of mass communication ? 15
  - V. Explain the uses and gratification theory of media effects with suitable examples. 15
  - VI. 'Cable Television is bringing down the value of news'. Debate in the context of the 24 hours news telecast by channels. 15
  - VII. Write short notes on **any five** of the following : 20
    - a) Feedback
    - b) Perception of reality show
    - c) Stimulus-response theory
    - d) Marshall McLuhan
    - e) Media audience
    - f) Gatekeeping function
    - g) Mass communication.
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