

Reg. No. :

M 11763

Name:

First Semester MCJ Degree Examination, March 2006
CJ 101: FUNDAMENTALS OF MASS COMMUNICATION

Time: 3 Hours

Max. Marks: 80

*Instructions: 1) Answer question no. 7 and four others.
2) Question no. 7 carries 20 marks.
3) All other questions carry 15 marks each.*

1. Briefly trace the evolution of human communication. 15
2. Presenting examples, explain the major functions of mass media. 15
3. Critically examine the uses and gratifications theory. 15
4. Presenting a model of your choice, discuss the significance of feedback in communication. 15
5. Discuss the major perspectives on depiction of violence on TV. 15
6. "The benefits of the mass media outweigh their harmful effects". Comment. 15
7. Write short notes on **any five** of the following: 20
 - a) Information society
 - b) Demassification
 - c) Gatekeeper
 - d) Body language
 - e) Global village
 - f) Two-step flow
 - g) Agenda setting

