



Reg. No. :

Name :



M 17193

First Semester M.C.J. Degree (Regular) Examination, November 2009
CJ 101 : FUNDAMENTALS OF MASS COMMUNICATION

Time : 3 Hours

Max. Marks: 60

Instruction : Answer question **I** and **four** others. **All** questions carry **equal** marks.

- I. Write short notes on **any four** :
- 1) Kinesics
 - 2) Berlo model
 - 3) Mcvelly model
 - 4) Intrapersonal communication
 - 5) Gate keeping
 - 6) Infotainment. (4×3=12)
- II. Models are visualizations of the communication process. Explain the process of communication with the help of models. 12
- III. Mass media is often class media in India. Critically examine the present Indian media scenario and discuss the trends and challenges involved in the field. 12
- IV. Discuss the ramifications of uses and gratifications theory according to Jay Blumler and Elihu Katz. 12
- V. Communicologists argue that eighty per cent of human communication takes place non-verbally. In this back drop explain the dimensions of non-verbal communication. 12
- VI. Define mass communication. Briefly discuss the varied functions of mass communication. 12
- VII. Differentiate the characteristics of Print media and Electronic media. 12
- VIII. As a media student, evaluate the merits and demerits of new media. 12
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