



K17P 1565

Reg. No. :

Name :

First Semester M.C.J. Degree (Reg./Suppl./Imp.) Examination,
October 2017

(2016 Admn. Onwards)

MCJ 1C01 : INTRODUCTION TO MASS COMMUNICATION

Time : 3 Hours

Max. Marks : 60

Answer question 1 and **four** others. **All** questions carry **12** marks.

- I. Write short notes on **any four** of the following :
 - 1) Catharsis.
 - 2) Gatekeeping.
 - 3) Two step flow.
 - 4) Selective exposure.
 - 5) Authoritarian theory.
 - 6) Aristotle's model.
 - II. Communication models organize the various elements and process of communication. Explain the statement with the help of Berlo's model.
 - III. Analyse the characteristics of mass communication.
 - IV. Briefly state the different types of communication.
 - V. Critically evaluate the mathematical model of communication.
 - VI. Compare and contrast the advantages and disadvantages of the print media with the other media.
 - VII. Explain the term 'Non verbal communication'.
 - VIII. Social media networks and other web 2.0 applications such as blogs etc. have changed the news industry and journalism practice inside out. They present awesome possibilities and at the same time high risk and serious challenges to the journalist. Discuss.
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