



K18P 1416

Reg. No. :

Name :

**First Semester Master of Communication and Journalism (MCJ) Degree
(Reg./Suppl./Imp.) Examination, October 2018
(2016 Admn. Onwards)**

MCJ 1C01 : INTRODUCTION TO MASS COMMUNICATION

Time : 3 Hours

Max. Marks : 60

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

- I. Write short notes on **any four** of the following :
 - 1) Media literacy.
 - 2) Media convergence.
 - 3) Fifth estate.
 - 4) Gatekeeping.
 - 5) Non verbal communication.
 - 6) Group communication.
 - II. What do you mean by barriers to communication ? How do they hinder the communication process ? Discuss the common types of barriers.
 - III. Communication is classified into various categories based on different criteria. Discuss the different types of communication.
 - IV. Folk media has a unique position as it links people to their culture. Discuss the characteristics and contemporary relevance of folk media.
 - V. Identify the basic elements of communication.
 - VI. "The news selection by journalists tends towards sociocentrism – the reinforcement of established society norms". Explain the concept of gatekeeping with the help of White's Gatekeeping model.
 - VII. Explain the central postulates of the Normative theories of media.
 - VIII. Discuss the strengths and limitations of the print medium.
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