

0023463



K19P 1441

Reg. No. :

Name :

I Semester M.A. Degree (CBSS-Reg./Suppl./Imp.)

Examination, October- 2019

(2017 Admission Onwards)

JOURNALISM AND MASS COMMUNICATION

MCJ1C01: INTRODUCTION TO MASS COMMUNICATION

Time : 3 Hours

Max. Marks : 60

Answer Question **One** and **Four** others. All questions carry **12** marks each.

- I. Write short notes on any **Four** of the following.
 1. Cultural imperialism
 2. Attitudinal change
 3. Information overload
 4. Interpersonal communication
 5. Libertarian theory of media
 6. Election communication
 - II. Comparatively evaluate the strengths and limitations of print and electronic media.
 - III. Explain the process of gatekeeping. Discuss any one major gatekeeping model.
 - IV. Name the dysfunctions of media. Explain with suitable examples.
 - V. Critically examine the uses and gratifications theory.
 - VI. Explain the process of communication with the help of the Mathematical model of communication.
 - VII. Define communication. Explain the elements of communication.
 - VIII. Critically evaluate the flow theories.
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