



K24P 3854

Reg. No. : .....

Name : .....

I Semester M.A. Degree (C.B.C.S.S. – OBE – Reg./Supple./Imp.)

Examination, October 2024

(2023 Admission Onwards)

**JOURNALISM AND MASS COMMUNICATION**

**MAJMC01C 01 : Introduction to Communication**

Time : 3 Hours

Max. Marks : 60

I. Write short notes on **any five** of the following. **Each** answer carries **three** marks.

(5×3=15)

- 1) Media campaign
- 2) Cultivation theory
- 3) Helical model of communication
- 4) Gatekeeping
- 5) Selective theory
- 6) Freedom of speech.

II. Write short essays on **any three** of the following. **Each** answer carries **six** marks.

(3×6=18)

- 7) Critically analyze the social category theory and its relevance.
- 8) Define mass communication and discuss its scope.
- 9) Examine Shannon and Weaver's communication model. How does it account for the role of noise in the communication process ?
- 10) How does continuous exposure to media messages affect public perceptions of reality ?
- 11) How do the elements of mass communication differ from interpersonal communication ?

P.T.O.



III. Write long essays on **any three** of the following. **Each** answer carries **nine** marks.

(3×9=27)

- 12) Evaluate the influence of mass media as a cultural institution in shaping public opinion during a major political event. Provide specific examples.
- 13) Apply Dance's Helical Model to a real-world communication scenario. How does this model help in understanding the complexity of that interaction ?
- 14) Evaluate the relevance of the Multi-step Flow Theory in the spread of information through social media influencers.
- 15) Evaluate the impact of media violence on young audiences. What ethical responsibilities do media producers have, and what measures can be taken to mitigate negative effects ?
- 16) Apply your understanding of media representation to analyze the portrayal of LGBTQ+ individuals in mainstream media.

