



K22P 1549

Reg. No. :

Name :



I Semester M.A. Degree (CBSS – Reg./Sup./Imp.)
Examination, October 2022
(2019 Admission Onwards)
Journalism and Mass Communication
MCJ 1C 01: INTRODUCTION TO MASS COMMUNICATION

Time : 3 Hours

Max. Marks : 60

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

- I. Write short notes on **any four** of the following :
 - 1) Media convergence
 - 2) Information superhighway
 - 3) Digital divide
 - 4) Gatekeeping
 - 5) Stereotyping
 - 6) Noise.
 - II. Aristotle's model is considered as the basis for the development of models in communication studies. Why ?
 - III. Explain Shannon and Weaver's model of communication.
 - IV. What is the relevance of uses and gratifications theory in receiver-oriented communication approach ?
 - V. Explain Barnlund's model.
 - VI. What are Normative theories of the press? Explain.
 - VII. "Societies have always been shaped more by the nature of the media by which men communicate than by the content of the communication." Do you agree? Why ?
 - VIII. Explain the functions of mass communication.
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