



K21P 0486

Reg. No. :

Name :



**First Semester M.C.J./M.A. Degree (CBSS-Reg./Suppl.
(Including Mercy Chance)/Imp.) Examination, October 2020
(2016 Admission Onwards)
JOURNALISM AND MASS COMMUNICATION
MCJ 1C 01 : Introduction to Mass Communication**

Time : 3 Hours

Max. Marks : 60

Instructions : Answer question I and Four others. All questions carry 12 marks each.

- I. Write short notes on **any four** of the following :
 - 1) Noise.
 - 2) Libertarian theory.
 - 3) Kinesics and proxemics in non verbal communication.
 - 4) Define communication.
 - 5) Lasswell's model of communication.
 - 6) New media.
 - II. Explain the significance of feedback in all forms of communication.
 - III. Analyse the basic concepts of the uses and gratifications theory.
 - IV. Discuss the gatekeeping models of Galtung and Ruge.
 - V. Analyse the various elements of communication.
 - VI. Critically evaluate Schramm's model of communication.
 - VII. Compare the characteristics of print and electronic media.
 - VIII. Explain the different types of communication.
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