



K21P 4150

Reg. No. :

Name :



I Semester M.C.J./M.A. Journalism and Mass Communication
Degree (C.B.S.S. – Reg./Supple./Imp.) Examination, October 2021
(2018 Admission Onwards)
MCJ1C01 : INTRODUCTION TO MASS COMMUNICATION

Time : 3 Hours

Max. Marks : 60

Answer Question No. I and **four** others. **All** questions carry **12** marks **each**.

I. Write short notes on **any four** of the following :

- 1) Feminist media theory.
- 2) Uses and gratifications theory.
- 3) Magic bullet theory.
- 4) Media convergence.
- 5) Group communication.
- 6) Feedback.

II. The agenda of the media has always been the agenda of the powerful, the rich and the mighty. Do you subscribe to this view ? Substantiate your answer in with the help of the agenda setting theory.

III. Examine the process of mass communication using the Westley and MacLean's model.

IV. Analyse the basic tenets of the normative theories of media.

V. Define communication. Detail the various elements and types of communication.

VI. New communication technologies have created information overload. Explain in the context of the characteristics of new media.

VII. Explain the process of communication with the help of Aristotle's and Lasswell's models of communication.

VIII. Compare and contrast the characteristics of print and electronic media.