



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

First Semester Career Related B.A. Degree Examination, November 2014

First Degree Programme under CBCSS

Foundation Course – I:

(for Journalism and Mass Communication & Video Production)

AUJC121: Methodology and Theories of Mass Communication

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL the following, each in about one / two words or in one / two sentences.

1. Non – Verbal Communication.
2. Reinforcement.
3. Digital Divide.
4. Feedback.
5. The book ‘Understanding Media : The Extension of Man’ is written by _____.
6. Semantic Barrier.
7. Spiral of Silence model was proposed by.
8. Agenda Setting Theory.
9. Selective Retention.
10. Author of ‘Play Theory of Mass communication’.

(10 x 1 = 10 Marks)

SECTION – B

Answer any EIGHT questions, each in a paragraph not less than 60 words.

11. Signifier.
12. Uses and Gratification Theory.
13. Opinion Leaders.
14. Participatory and non – participatory communication.

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15. Development Communication theory.
16. Grape Vine.
17. Explain the factors affecting Verbal communication.
18. Cultivation Theory.
19. Propoganda.
20. Semiotics.
21. Multi Step Flow Theory.
22. Narcotic disfunction of Media.

(8 x 2 = 16 Marks)

SECTION – C

*Short essay type : Answer any **SIX** questions, each not less than 120 words.*

23. Explain the importance of Interpersonal communication.
24. Explain the concept of Mediated Culture.
25. How does the media affect Public Opinion ?
26. Cognitive Dissonance Theory.
27. Differentiate persuasion and propoganda.
28. Bring out the differences between the Libertarian Theory and Social Responsibility Theory.
29. Explain Hot and Cool Media.
30. Media has key role in the mental production of Ideology. Explain the statement with suitable theory.
31. Differentiate between group and mass communication.

(6 x 4 = 24 Marks)

SECTION – D

*Long essay type : Answer any **TWO** questions, each not less than 300 words.*

32. Gate keeping distorts the true meaning of communication elucidate the statement.
33. How do you justify Individual difference theory and Hypodermic Needle Theory.
34. Discuss briefly the functions of Mass Media in society.
35. ‘Mass media have a uniform and direct effect on the society.’ Examine the validity of this theory based upon the various media impact studies.

(2 x 15 = 30 Marks)

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