1635 (**Pages**: 2)



MAR IVANIOS COLLEGE (AUTONOMOUS) **THIRUVANANTHAPURAM**

Reg	g. No. :	Name :
F	First Semester Career Related B.A	. Degree Examination, November 2016
	8 8	ramme under CBCSS on Course – I:
	(for Journalism, Mass Comm	nunication & Video Production)
	AUJC121: Methodology and	Theories of Mass Communication
	(Common for Regular – 2016 Ad	mn. and Improvement – 2015 Admn.)
Tin	ne: 3 Hours	Max. Marks: 80
	SECT	CION – A
A	Answer ALL the following, each in abou	ut one / two words or in one / two sentences.
1.	Semiotics	
2.	Audience	

- 3. Public opinion
- Propaganda 4.
- Two step flow 5.
- 6. Mc Luhan
- 7. Physical noise
- Mass-line communication 8.
- Physical barrier. 9.
- 10. Cultivation theory

 $(10 \times 1 = 10 \text{ Marks})$

SECTION - B

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

- 11. Agenda setting theory
- 12. Cognitive dissonance
- 13. Opinion leader

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- 14. Multiple–steps of communication
- 15. Psychological noise
- 16. Rock inscriptions
- 17. Smoke signal
- 18. Semantic noise
- 19. Selective exposure
- 20. Hypodermic Needle Theory
- 21. The Media as "Watchdog"
- 22. Boomerang effect

 $(8 \times 2 = 16 \text{ Marks})$

SECTION - C

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

- 23. What is non-verbal communication?
- 24. Overcoming psychological barriers is a difficult task. Do you agree ?
- 25. Why a smartphone is considered as a convergence media tool?
- 26. What is peer group influence?
- 27. What are the factors of source credibility?
- 28. Elucidate the importance of feedback in communication.
- 29. What is narcotic dysfunction of mass media?
- 30. Explain individual difference theory.
- 31. Explain why we study semiotics.

 $(6 \times 4 = 24 \text{ Marks})$

SECTION – D

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

- 32. What ethical issues are created by the gatekeeping function of the media? What strategies or suggestions do you have for bypassing this function of the media to ensure that you get access to the information you want/need?
- 33. Elaborate the origin of communication studies.
- 34. What are the normative theories of the press? Discuss in detail.
- 35. Describe briefly the history of media effects study.

 $(2 \times 15 = 30 \text{ Marks})$