



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

First Semester Career Related B.A. Degree Examination, November 2016

First Degree Programme under CBCSS

Foundation Course – I:

(for Journalism, Mass Communication & Video Production)

AUJC121: Methodology and Theories of Mass Communication

*(Common for **Regular** – 2016 Admn. and **Improvement** – 2015 Admn.)*

Time: **3 Hours**

Max. Marks: **80**

SECTION – A

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

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

(10 × 1 = 10 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

