



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

First Semester Career Related B.A. Degree Examination, November 2015

First Degree Programme under CBCSS

Foundation Course – I:

(for Journalism and Mass Communication & Video Production)

AUJC121: Methodology and Theories of Mass Communication

(for 2015 Admissions Only)

Time: 3 Hours

Max. Marks: 80

SECTION – A

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

1. The formal or structural relations between signs is _____.
2. The academicians behind Two step flow model of communication are _____.
3. Normative theories of Press is also known as _____.
4. Seymour Feshbach is associated with _____ theory.
5. Cultivation theory is proposed by _____.
6. Joseph Klapper is associated with _____ theory.
7. The theory which proposes individuals get affected by media differently is_____.
8. The category in Non verbal communication which deals with the study of relative positions is _____.
9. The deliberate spreading of information or rumours to harm a person or institution is _____.
10. _____ has coined the expression ‘Medium is the Message’.

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

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

11. Hypodermic needle theory.
12. Audience fragmentation.
13. Mass society.
14. Gatekeeping.
15. Global village.
16. Selective perception.
17. Semiotics.
18. Demographic details of audience.
19. Name the normative theories along with the names of academicians who proposed it.
20. Rhetoric.
21. Characteristics of media audience.
22. Media dependence theory.

(8 × 2 = 16 Marks)

SECTION – C

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

23. Multi – step flow model of communication.
24. Elaborate the concept of Non Verbal Communication.
25. McLuhan’s concept of Hot media and Cool media.
26. Dysfunctions of mass communication.
27. Cognitive dissonance theory.
28. Propaganda.
29. Explain Uses and Gratification theory.
30. Discuss the ‘Spiral of Silence’.
31. Does communication has the capacity to change one’s attitude ? Which type of communication is the most effective – mass communication or inter – personal communication ? Put your views.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Explain the theories regarding TV watching and violence.
33. In your opinion which ‘normative theory for press ownership’ is suitable for Kerala ? Logically justify your opinion.
34. Do you feel news channels set agenda for us ? Critically examine the news bulletins with Agenda setting theory as the frame of reference.
35. What do you mean by public opinion ? How far do the media succeed in making public opinion ? Elaborate your concept with suitable examples.

(2 × 15 = 30 Marks)

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