



Reg. No. :

Name :

First Semester B.A. Degree Examination, December 2016
(Career Related First Degree Programme Under CBCSS)
Group 2(a) : JOURNALISM AND MASS COMMUNICATION AND VIDEO
PRODUCTION
Foundation Course – I
JC 1121 : Methodology and Theories of Mass Communication
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer the following in **one/two** sentences.

- 1) *War of the World.*
- 2) Habermass.
- 3) Information gap.
- 4) Reporter as a gatekeeper.
- 5) Proxemics.
- 6) Signified.
- 7) Methodology.
- 8) Interdisciplinary approach.
- 9) Linguistics.
- 10) Ferdinand de Saussure.

(10x1=10 Marks)

II. Answer **any eight** questions, **each** in about **60** words.

- 11) Selective exposure.
- 12) Media omnipotence.
- 13) Selective perception.
- 14) Medium is the message.
- 15) One step flow theory.

- 16) Non-verbal communication.
- 17) Attitudinal change.
- 18) Origin of communication studies.
- 19) Narcotic dysfunction of media.
- 20) Mass audience.
- 21) Bobo doll experiment.
- 22) Body language.

(8×2=16 Marks)

III. Answer **any six** questions, **each** in about **120** words.

- 23) Explain in detail public opinion and its formation.
- 24) What is propaganda ? Explain the various types of propaganda.
- 25) Explain the concepts of opinion leaders and opinion followers.
- 26) What is the theory of cognitive consistency ?
- 27) Describe the manner in which media reinforce the existing attitudes and beliefs of individuals.
- 28) Describe the working of catharsis theory vis-à-vis a media programme.
- 29) Analyse any of the popular Malayalam television programme in the light of uses and gratification theory.
- 30) Describe the social learning process.
- 31) What are the barriers of communication ?

(6×4=24 Marks)

IV. Write long essays on **any two** of the following :

- 32) Explain in detail the spiral of silence theory. Describe the working of the theory with suitable examples.
- 33) Critically evaluate the cognitive dissonance theory.
- 34) Why do some media programmes attract high rating by people ? Analyse the above questions in the light of uses of gratification theory.
- 35) What do you mean by the normative theories of the press ? Describe its relevance in today's context.

(2×15=30 Marks)
