



Reg. No. : .....

Name : .....

**First Semester B.A. Degree Examination, February 2018  
(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

Answer **all** the **ten** questions. **Each one in one or two sentences :**

1. Kinesics.
2. Non verbal communication.
3. Selective exposure.
4. Group dynamics.
5. Noise.
6. Perception.
7. Persuasion.
8. Feedback.
9. Catharsis.
10. Harold Lasswell.

**(10×1=10 Marks)**

Write short notes **not exceeding sixty words**, on **any eight** of the following :

11. Body language.
12. Uses and gratification approach.
13. Non linear communication.
14. Interpersonal communication.
15. Group communication.



16. Sign, signifier and signified.
17. Media and social agenda.
18. Advertisement.
19. Two step flow theory.
20. Media effects.
21. Networked society.
22. New media.

**(8×2=16 Marks)**

Write short essays, each **not** exceeding **120** words, on **any six** of the following :

23. Gatekeeping in mass communication.
24. Public opinion formation.
25. Social learning theory.
26. Color communication.
27. Public sphere.
28. Media and social development.
29. Media and children.
30. Social media and social change.
31. Psychological aspect of communication.

**(6×4=24 Marks)**

Write long essays, each **not** exceeding **500** words, on **any two** of the following :

32. Explain the ways by which mass communication influence the society.
33. Discuss the role of communication in social relationships.
34. Discuss the normative theories of the press.
35. How new media revolutionize contemporary social life ? Discuss.

**(2×15=30 Marks)**

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