

Reg. No. :

Name :

**First Semester B.A. Degree Examination, November 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. Gestures in communication
2. Paralanguage
3. Psychological noise
4. Delayed feedback
5. Encoding
6. Public relations
7. Propaganda
8. Context in communication
9. Linear model of communication
10. Group communication.

(10×1=10 Marks)

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

11. Attitudinal change through communication
12. Persuasive communication
13. Circular communication
14. Digital media

P.T.O.



15. Interpersonal communication
16. Reinforcement
17. Individual difference theory
18. Public opinion
19. Hypodermic needle theory
20. Marshall McLuhan
21. Radio as a mass medium
22. Semiotics.

(8×2=16 Marks)

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

23. Uses and Gratification approach
24. Culture and mass media
25. Development communication
26. Balance theory
27. The process of learning
28. Effective group communication
29. Ferdinand De Saussure
30. Cognitive effects of communication
31. Role of communication in social change.

(6×4=24 Marks)

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

32. Discuss the role of mass media in fostering democracy.
33. Explain the various theories of media effect.
34. Detail the communication process with a diagram.
35. Explain, with suitable examples, how media set social agenda.

(2×15=30 Marks)