

Reg. No. : .....

Name : .....

**First Semester B.A. Degree Examination, November 2019**

**(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. Communicology
2. Jurgen Habermas
3. Joseph Klapper
4. Kinesics
5. Attitude
6. Feedback
7. Cognitive effects
8. The People's Choice

9. Orson Welles
10. Noam Chomsky

**(10 × 1 = 10 Marks)**

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

11. Multi-step flow model of communication
12. Non-verbal communication
13. Many Voices One World
14. Cultural indicators project
15. Demassification
16. Public sphere
17. Noise
18. Elisabeth Noelle-Neumann
19. Learning theory
20. Technological determinism
21. Public opinion
22. Wilbur Schramm.

**(8 × 2 = 16 Marks)**

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

23. Delineate the concepts of selective exposure, selective perception, and selective retention.
24. What are the main assumptions of hypodermic needle theory?
25. Authoritarian theory.

26. Individual difference theory.
27. Briefly discuss the contributions of Marshall McLuhan.
28. Concept of Gate Keeping.
29. Development communication theory.
30. Explain briefly the behavioural effects of mass media.
31. What are the criticisms leveled against the uses and gratifications theory?

**(6 × 4 = 24 Marks)**

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

32. Explain agenda setting theory with examples.
33. Elucidate the different types of propaganda.
34. Television is responsible for shaping, or 'cultivating' viewers' conceptions of social reality. Comment.
35. Narrate the key concepts of semiotics.

**(2 × 15 = 30 Marks)**