First Semester BA Degree Examination, November 2014
(Career related First Degree Programme under CBCSS)
Group 2(a): Journalism, Mass Communication & Video Production)
Core Course – I
JC 1121 – METHODOLOGY AND THEORIES OF MASS COMMUNICATION
(2014 admissions)

Time : 3 Hours   **Max Marks : 80**

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

1. Message
2. 'Communication is the mechanism through which human relations exist and develop' - proposed by -----------------
3. Name the author of the book, 'The Silent Messages'.
4. Eye behaviour
5. Para Language
6. C S Pierce
7. Noise
8. 'The spiral of silence', theory was proposed by -------------------
9. Public Opinion
10. Persuasion

                                                    10x1=10 Marks

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

11. Semiotics
12. Propaganda
13. Public Sphere
14. Target Audience
15. Hypodermic Needle Theory
16. Gate Keeping
17. Two- Step Flow Theory
18. Catharsis
19. Attitudinal change through communication
20. Selective exposure
21. Reinforcement
22. Opinion Leader

                                                    8x2=16 Marks

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

   23. Explain the effects of media on education.
   24. Briefly explain agenda setting theory.
   25. Elucidate Balance Theory
   26. Briefly explain Multi-step flow theory
   27. What are the functions of Mass Media?
   28. Briefly explain the term 'development communication'.
   29. Cognitive Dissonance Theory
   30. Social Learning Theory
   31. Media Literacy

                                                                    6x4=24 Marks

IV. Write Long essays on any two of the following questions.

   32. Explain the normative theories of the press.
   33. Discuss the theories of Media Effects and Media Use.
   34. Discuss the classification of Media Audience and how they operate in a mass media
       environment.
   35. 'Mass Media can ignite public conscience in any social issue.' Discuss this statement and
       elucidate your arguments with the help of theories in communication.

                                                                    2x15=30 Marks

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