



K25P 3505

Reg. No. :

Name :

I Semester M.A. Degree (C.B.C.S.S. – O.B.E. – Reg./Supple./Imp.)
Examination, October 2025
(2023 Admission Onwards)
JOURNALISM AND MASS COMMUNICATION
MAJMC01C01: Introduction to Communication

Time : 3 Hours

Max. Marks : 60

I. Write short notes on **any five** of the following. **Each** answer carries **three** marks. (5×3=15)

- 1) Group Communication
- 2) Newcomb model of Communication
- 3) Social media
- 4) Propaganda
- 5) Gender equality
- 6) Greenpeace campaign.

II. Write short essays on **any three** of the following. **Each** answer carries **six** marks. (3×6=18)

- 7) Explain the circular nature of Osgood and Schramm model of communication. Illustrate your answer with the concept of feedback.
- 8) Define Mass Communication and explain its elements.
- 9) Explain the key features of stimulus response theory.
- 10) Explain the social responsibility of a journalist to reporting racial and ethical disparities.
- 11) Discuss the specific goals of youth climate movement led by Greta Thunberg.

P.T.O.



III. Write long essays on **any three** of the following. **Each** answer carries **nine** marks.

(3×9=27)

- 12) Explain the components of Riley and Riley model of communication, and discuss the sociological approaches of the model.
- 13) Analyse how do media depict social change movements in the context of #MeToo and #BlackLivesMatter.
- 14) Explain the four dimensional perspectives on media effect. Explain its features.
- 15) Examine the effects of consuming violent media content. Discuss with reference to films of your choice.
- 16) Discuss the role of audience participation in Uses and Gratification Theory. Explain the contemporary media consumption habits. With examples from digital media platforms.

