M 18576

First Semester M.C.J. Degree (Regular/Supplementary) Examination, December 2010
CJ 101 : FUNDAMENTALS OF MASS COMMUNICATION
(2009 Admn.)

Time: 3 Hours   Max. Marks: 60

Instructions : *Answer question **I** and **four** others. All questions carry* ***equal*** *marks .*

I. Write short notes on **any four** of the following :

   1) Mass media and culture

   2) Aristotlean model

   3) Mathematical model of communication

   4) Feedback

   5) Diversion function

   6) SITE.   (4×3=12)

II. Mass media teem with different categories of gatekeepers. Explain the process of gatekeeping with selective models.   12

III. Models help in making predictions in communication processes. Simplify the communication process with the help of models of communication.   12

IV. Differentiate the basic tenets of Authoritarian Theory and Social Responsibility Theory.   12

V. Explain the basic functions of FILM as a medium of mass communication.   12

VI. Elaborate on the practical applications of the theoretical postulates of mass communication.   12

VII. Trace the genesis of broadcasting media in India.   12

VIII. New Media have brought forth 'information society' which is known today as 'knowledge society'. Comment on the features of New Media which have made the concept of 'Knowledge Society', a reality.   12