



**M 24310**

Reg. No. : .....

Name : .....

**First Semester MCJ Degree (Reg./Supple.) Examination, December 2013**  
**CJ 101: FUNDAMENTALS OF MASS COMMUNICATION**

Time : 3 Hours

Max. Marks : 60

**Instructions :** 1) Answer question **I** and **four** others.  
2) **All** questions carry **equal** marks.

- I. Write short notes on **any four** of the following :
    - a) Gate keeping
    - b) Encoding
    - c) Aristotle's model
    - d) Hegemony
    - e) Dangers and rewards of Internet
    - f) Non verbal communication.
  - II. Critically evaluate the flow theories.
  - III. Today we live in an information age, where the world is a global village. Do the benefits outweigh the disadvantages ?
  - IV. Analyse the functions and disfunctions of Mass Communication.
  - V. Briefly state the different types of communication.
  - VI. "Television plays a central role in the multimedia environment in our society".  
Comment.
  - VII. Discuss Schramm's model of communication.
  - VIII. Explain the Normative theories.
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