

Date:28-02-2022

Registration number:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27**

**M.A. JOURNALISM & MASS COMMUNICATION - I SEMESTER**

SEMESTER EXAMINATION: OCTOBER 2021

(Examination conducted in March 2022)

**MC 7121 – Introduction to Communication**

**Time- 2 ½ hrs Max Marks-70**

This question paper contains **one** printed page and **THREE** parts

1. **Answer any ONE question in about 600-750 words (1x20=20)**
2. Explain the assumptions of Uses and Gratifications Theory. Illustrate with an example how it can be used in mass communication research.
3. In the contemporary society, what are the issues of public concern with mass communication? Explain with examples.

**II. Answer any THREE questions in about 300-450 words each (3x10=30)**

1. Trace the evolution of communication from the age of signs and symbols to the electronic age.
2. In the creation and perception of meaning, how does semiotics contribute?
3. For an egalitarian and truthful society, communist theory of the press is the most appropriate framework to understand our modern media since 1991. Comment on the statement.
4. Explain the evolution of the mass society and mass communication from your reading of the suggested article.
5. In the context of on-going elections, critique the utility of WhatsApp using Agenda Setting Theory.

**III. Answer any FOUR short notes in about 100-150 words each: (4x5=20)**

8. Beginning of television in India

9. Galtung and Ruge news values

10. Diffusion of Innovation Theory

11. Mean World Syndrome

12. Group Communication

13. Lasswell’s Model

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