

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE- 27
MA in MASS COMMUNICATION & JOURNALISM – I SEMESTER
MID-SEMESTER TEST - August 2016

MC 7112: INTRODUCTION TO COMMUNICATION

Duration: 1.30 minutes

Max. Marks: 35

A. Answer any TWO in about 500-600 words each (10x2=20 Marks)

1. Trace the evolution of human communication leading up to mass communication.
2. Explain the process of communication. Distinguish between any two types of communication.
3. What is 'mass culture'? Elucidate the concept of 'mass' as opposed to 'popular'.

B. Answer any THREE in about 100-150 words each (5x3=15 Marks)

4. 42-line Bible
5. Noise
6. Dance' model of Communication
7. Mean World Syndrome