

Date:

Registration number:

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

**MA JOURNALISM & MASS COMMUNICATION - I SEMESTER**

**SEMESTER EXAMINATION: DECEMBER 2022**

**(Examination conducted in December 2022)**

**MC 7121: INTRODUCTION TO COMMUNICATION**

**Time- 2 hrs Max Marks:50**

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

1. **Answer any FOUR of the following in 180 words each. (4X5 = 20)**
2. Write a note on the age of printing.
3. Write a note on visual literacy.
4. Explain the theory of social responsibility.
5. Explain the crisis in mass communication research (dominant methodology).
6. Write a note on audience fragmentation.
7. **Answer any ONE of the following in 300 words. (1X10 = 10)**
8. Describe the different themes associated with communications research.
9. Explain any three models of mass communication.
10. Discuss any two normative theories of mass communication.
11. **Answer any ONE of the following in 450 words. (1X20= 20)**
12. Write an essay on the different types of communication.
13. Critically discuss and describe any three news flow modules.

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