

Register Number: *

DATE:5-1-21

**ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE- 27
MA (JOURNALISM & MASS COMMUNICATION) – I SEMESTER
SEMESTER EXAM - JANUARY 2021
MC 7118: INTRODUCTION TO COMMUNICATION**

Duration: 2.30 Hours

Max. Marks: 70

** This paper has TWO printed pages and THREE sections*

** Please ensure that you read the questions carefully and understand them well before you start answering.*

A. Answer ANY TWO (word limit: c. 500)

(20x2=40 Marks)

1. When it comes to communication, people make their own choices depending on what they want from them and what these sources/ platforms of communication do to them. Some might consume media for information, some for entertainment, and some for self-reassurance; all according to their moods and needs.
 - What are we talking about in this question? Provide a historical perspective to this. Explain it in detail, and the various assumptions behind it.
2. Within the group of theories related to mass communication, some articulate the way media (especially the news media) should function. Some posit that the media exist to serve the needs of a state and its goals, hence they should serve the purpose of the state, they should not criticise the state, instead should try to spread awareness and educate the masses of the various programs and measures the government takes to help the subjects/ citizens. Others postulate that the media should be completely free (after the formulations by the thinkers, likes of J.S. Mill and Milton); they should be completely free to express whatever they consider important. And then there are a few theories which blossomed as their offshoots.
 - Identify the theories hinted in this question, explain and evaluate each of them in terms of their merits and demerits.
3. Evaluate the four basic types of communication classifications. How do they differ from each other? Give your critical evaluation.

B. Write short notes on any FOUR in about 100-150 words each

(5x4=20 Marks)

4. Age of signs and symbols in communication
5. David Berlo's model of communication
6. Spiral of Silence
7. Semantic noise

8. Laggards

9. Gatekeepers

Part C:

10. Answer ALL the questions in a word/ a few words (1x10=10 marks)

- a. How many persons are involved in intrapersonal communication?
- b. What are petroglyphs in the history of communication?
- c. Who is known for the Helical Model of communication?
- d. Give an example for the mediated two-way communication in the 21st century.
- e. Name the theorists who propounded the notion of news value.
- f. Which is the theory propounded by Sandra Ball-Rokeach and Melvin DeFleur?
- g. Name the fake-news buster site operated by Prateek Sinha.
- h. It may not be a good idea to approach your boss for some undue favours early in the morning since, in the mornings, he is not in a good mood. Name the noise this refers to.
- i. This particular medium of communication was discontinued in Britain on 30 Sept. 1982 after 139 years of its establishment, and in India it was discontinued on 15 July 2013, after 163 years of its use in -especially- emergency conditions. Name the medium.
- j. What is the theory that postulates that media have a tendency to push the salience of their news programs to be the interests of the public and the policy makers?