

QP Code: D143764		Total Pages: 1	Name:
			Register No.
FOURTH SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2026			
JOURNALISM AND MASS COMMUNICATION			
JOU4CJ 205 Mass Communication Theories and Models-I			
2024 Admission onwards			
Maximum Time :2 Hours			Maximum Marks :70
Section A			
All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)			
1	Define Communication Studies.		
2	What is Public Opinion?		
3	Explain the concept of 'Mass' in mass communication.		
4	State Lasswell's formula of communication.		
5	What is Noise in Shannon and Weaver's model?		
6	What are the elements of Berlo's SMCR model?		
7	Define Hypodermic Needle Theory.		
8	What is Selective Exposure?		
9	Define Gatekeeping.		
10	What is Agenda Setting?		
Section B			
All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)			
11	Discuss the contribution of the Frankfurt School to media studies.		
12	Explain the Osgood-Schramm model of communication.		
13	Discuss the Individual Difference perspective.		
14	Explain Social Categories theory.		
15	Analyse the One-Step and Two-Step Flow models.		
16	Explain Authoritarian and Libertarian media theories.		
17	Discuss Uses and Gratification theory.		
18	Explain the Spiral of Silence theory.		
Section C			
Answer any ONE .Each Question carries 10 marks (1x10=10 Marks)			
19	Critically evaluate the concept of media selectivity and its implications for audience autonomy.		
20	Critically evaluate Normative Theories of the Press in contemporary society.		