QP Code: D153287	Total Pages: 1	Name: 794513
		Register No.

FIFTH SEMESTER (CUFYUGP) DEGREE EXAMINATION, NOVEMBER 2026

COMMUNICATION AND MEDIA / JOURNALISM AND MASS COMMUNICATION

JOU5CJ302 - Mass Communication Theories and Models -II

2024 Admission

Maximum Time :2 Hours | **Maximum Marks :70**

Section A

All Question can be answered. Each Question carries 3 marks (Ceiling: 24 Marks)

1	Receiver
2	Noise
3	News Gathering
4	Interpretation
5	Virtual Culture
6	Gender Stereotypes
7	Gatekeeping
8	Transactional Communication
9	NWICO
10	Sustainable Development

Section B

All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)

11	Explain the concept and importance of participatory communication.
12	Identify the criticisms of Cultivation Theory.
13	Explain Gerbner's communication model with the help of a diagram
14	Explain the Self-to-Self Model of Interpersonal Communication.
15	Explain the concept of “mean world syndrome.”
16	Discuss Everett Rogers’ contribution to Development Communication.
17	How does popular culture shape social values?
18	Discuss one advantage and one limitation of digital communities.

Section C

Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)

19	Discuss how attractiveness, immediacy, and comprehensibility influence news consumption.
20	Discuss International Communication with reference to NWICO, UNESCO, Hutchins Commission, and Global News Flow.