

**Third Semester FYUGP Degree (Reg) Examination
NOVEMBER 2025**

**KU3DSCFNG204 - ESSENTIALS OF MASS
COMMUNICATION
2024 Admission onwards**

Time : 2 hours

Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. Identify two limitations of Laswell's Model of communication.
2. What is a communication model? List down some examples of communication models.
3. Define communication.
4. What is acculturation?
5. What is cultural homogenization?
6. Define magic bullet theory
7. What is Hypodermic Needle Theory?
8. Why is hypodermic Needle Theory named so?

Section B

Answer any 4 questions. Each carry 6 marks.

9. What are the basic elements of communication?
10. Explain the characteristics of print media.
11. How do cultural differences impact the effectiveness of communication as explained in any communication models
12. Compare and Contrast Two Step Flow Theory and Multi Step Flow Theory.
13. Discuss the assumptions of Agenda Setting Theory.
14. Identify and explain three reasons why people use media according to the Uses and Gratification theory

Section C

Answer any 2 questions. Each carry 14 marks.

15. Are traditional communication models still relevant in the age of AI and social media?
16. Compare Internet with Television as forms of mass media
17. Compare and Contrast any two communication models and evaluate their effectiveness in real world situations.