



K16U 2539

Reg. No. :

Name :

I Semester B.A. Degree (C.C.S.S. – Reg./Supple./Improv.)
Examination, November 2016
COMPLEMENTARY COURSE IN JOURNALISM
1C01 JNL : Mass Communication Studies
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 40

PART – A

Write short note on **any 5** questions. **Each** question carries **1** mark.

1. Consumer advertising.
2. Hot Media.
3. Agenda setting effect.
4. Communication.
5. Decoding.
6. Developmental journalism.
7. Blog.
8. Feedback.

(5×1=5)

PART – B

Answer **all** questions. **Each** question carries **2** marks.

9. What is channel noise ?
10. Write a note on international news agencies.
11. Explain interpersonal communication.
12. Comment on the Press Council of India.

(4×2=8)

P.T.O.



PART – C

Answer **any 5** questions **not** exceeding **100** words **each**. **Each** question carries **3** marks.

13. Explain the characteristics of radio as a mass medium.
14. Discuss folk media citing some popular types.
15. Enumerate the main functions of communication.
16. What is non-verbal communication ? Examine the different types.
17. Critically analyse the status of mass media in India.
18. Explain Mc Luhan's concept of global village.
19. Discuss the Right to Information Act.
20. Elucidate the issue of media imperialism. (5×3=15)

PART – D

Answer **any two** of the following **not** exceeding **350** words **each**. **Each** question carries **6** marks.

21. Critically examine the advantages and disadvantages of New Media.
22. Discuss Harold Lasswell's model of Mass Communication.
23. Explain the normative theories of Mass Media.
24. Comment on the strengths and limitations of Newspaper and Television. (2×6=12)