



K17U 2577

Reg. No. :

Name :

I Semester B.A. Degree (C.B.C.S.S. – Reg./Supple./Improv.)

Examination, November 2017

(2014 Admn. Onwards)

Complementary Course in Journalism

1C01 JNL : MASS COMMUNICATION STUDIES

Time : 3 Hours

Max. Marks : 40

PART – A

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

1. Mass Communication
2. Yellow Journalism
3. New Media
4. Communication competence
5. Downward communication
6. Message
7. Communication apprehension
8. Intra Personal Communication.

(5×1=5)

PART – B

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

9. What is media bias ?
10. Explain the need for communication.
11. What are the different types of feedbacks ?
12. Write a note on International News Agencies.

(4×2=8)

P.T.O.



PART – C

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

13. What is non-verbal communication ?
14. Examine the restrictions imposed by the constitution on freedom of press in India.
15. Discuss the elements of communication.
16. Comment on Individual Differences Theory.
17. Explain the functions of the Central Board of Film Certification.
18. Discuss New media and its influence.
19. Examine the focus of Aristotle's model of mass communication.
20. Make a detailed analysis of Mass Media in India. (5×3=15)

PART – D

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

21. Examine the scope, strength and limitations of different media.
22. Discuss the different types of communication.
23. Explain the salient features of Wilbur Schramm model of mass communication.
24. Comment on the main features of mass communication. (2×6=12)