K19U 3298

Reg. No. : ....

Name : ....

I Semester B.A Degree (CBCSS (OBE) - REGULAR)

Examination, November - 2019

(2019 ADMISSION)

COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM

1C 01 JNL : INTRODUCTION TO MASS COMMUNICATION

Time : 3 Hours   Max. Marks : 40

PART - A

Answer **All** questions. Each question carries **1** mark.   (6×1=6)

1. New media.

2. AP.

3. Dyadic communication.

4. Community radio.

5. Semantic noise.

6. Intimate stage.

PART - B

Answer **any Six** questions not exceeding **75 words**. Each question carries **2** Marks.   (6×2=12)

7. Dysfunctions of mass media.

8. Right to Information act.

9. Dance Helical model of Communication.

10. Folk media.

11. SITE.

12. Gate Keeping.

P.T.O

11. Comment on digital divide.

12. Examine decoding.

PART - C

Answer any **5** questions not exceeding **100** words each. Each question carries **3** marks. (5×3=15)

13. Explain Harold Lasswell model of communication.

14. What is Mass communication? Explain its characteristics?

15. Discuss stimulus response theory.

16. Explain the characteristics of television as an attractive medium.

17. Discuss the elements of communication.

18. Comment on Marshall Mc Luhan and the concept of global village.

19. What is media imperialism?

20. Explain Individual differences theory.

PART - D

Answer any **two** of the following not exceeding **350** words each. Each question carries **6** marks. (2×6=12)

21. Examine the main advantages and disadvantages of mass media.

22. Briefly mention the different theories of mass media.

23. Comment on the chief functions of communication.

24. Discuss the ethical codes which media practitioners need to follow to keep the good name of their profession.

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