

0035184



K19U 3223

Reg. No. : .....

Name : .....

I Semester B.A Degree (CBCSS- Supplementary / Improvement)

Examination, November- 2019

(2014 -2018 Admissions)

COMPLEMENTARY COURSE IN JOURNALISM

1C01 JNL : MASS COMMUNICATION STUDIES

Time : 3 Hours

Max. Marks : 40

**PART - A**

Write short notes on any 5 questions. Each question carries 1 mark.  
(5×1=5)

1. Kinesics
2. Communication competence.
3. Upward communication
4. Gatekeepers
5. Acculturation
6. Grapevine
7. Meta communication
8. Hot media

**PART - B**

Answer **all** questions. Each question carries 2 marks. (4×2=8)

9. What are House journals?
10. Explain interpersonal communication.

P.T.O.



13. Stimulus response theory
14. Digital divide

**PART - C**

Answer **any four questions** not exceeding **150** words. Each question carries **3** marks. **(4×3=12)**

15. What are the challenges of print media?
16. Explain Aristotelian model of communication ?
17. Differentiate between verbal and non-verbal communication.
18. Explain the elements of communication
19. What are the characteristics of feedback in communication ?
20. Trace the historical importance of Radio in India.

**PART - D**

Answer **any two questions** not exceeding **300** words each. **(2×5=10)**

21. Trace the history of human communication. Explain various types of communication ?
  22. What do you mean by a communication theory? Discuss different types of communication theories ?
  23. Elucidate the term new media. Describe the challenges of print media in the digital era.
  24. Why do we consider Mass communication as the most effective tool of communication ?
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