



M 7527

Reg. No. :

Name :

III Semester B.A. Degree (CCSS-Reg./Supple./Imp.)
Examination, November 2014
COMPLEMENTARY COURSE IN JOURNALISM
1C01 / 2C01 / 3C01 JNL : Mass Communication Studies

Time : 3 Hours

Max. Weightage : 30

PART – A

Answer **any 8** questions not exceeding **30** words. **Each** question carries **1** weightage.

(8×1=8)

1. Communication flow
2. Dyad
3. Feedback
4. Hot Media
5. KISS principle
6. Mass Communication
7. Message
8. Noise
9. Outsourcing
10. Search engines
11. Target Audience
12. Upward Communication.

P.T.O.



PART – B

Answer **any 5** questions not exceeding **100** words. **Each** question carries **2** weightages.

(5×2=10)

13. What are the important characteristics of Mass Communication ?
14. What is individual differences theory ?
15. What is interpersonal communication ?
16. Explain the role of the Press Council of India.
17. Discuss the contributions of Lasswell.
18. Explain the right to Information Act.
19. Discuss the different folk theatre forms.
20. What is global village ?

PART – C

Answer **any two** of the following not exceeding **450** words. **Each** question carries **6** weightages.

(2×6=12)

21. Examine briefly the different theories of mass media.
 22. "New Media has a crucial role in the Modern World". Explain.
 23. Discuss Aristotle's model of communication.
 24. Give a critique of mass media in India.
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