



K15U 0195

Reg. No. : .....

Name : .....

**III Semester B.A. Degree (CCSS-2014 Admn. Regular)**  
**Examination, November 2015**  
**Complementary Course in Journalism**  
**3C03JNL-E/3C03JNL-A : MASS COMMUNICATION STUDIES**

Time : 3 Hours

Max. Marks : 40

**PART – A**

Answer **any five** questions. **Each** question carries **one** mark

1. Cool media
2. Communication flow
3. Agenda setting theory
4. Communication apprehension
5. Globalisation
6. Meta communication
7. Dyad
8. Intrapersonal communication.

**(5×1= 5)**

**PART – B**

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

9. What are the functions of communication ?
10. What is interpersonal communication ?
11. Write a note on international news agencies.
12. Examine the functions of mass media.

**(4×2= 8)**

P.T.O.



## PART – C

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

13. How do mass media influence our daily life ?
14. What are the different types of mass media ?
15. Examine the Right to Information Act.
16. Write a note on MacBride report.
17. Discuss new media.
18. Explain Harold Lasswell's model of communication.
19. Examine the main features of mass communication.
20. Discuss McLuhan's concept of the Gobar village.

(5×3=15)

## PART – D

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

21. Discuss Wilbur L. Schramm model of communication.
22. Explain media ethics. Discuss the code of ethics.
23. Examine the strengths and weaknesses of print media, radio and television.
24. Discuss the different types of communication.

(2×6=12)