



K15U 0102

Reg. No. :

Name :

III Semester B.A. Degree (CCSS-Supple./Imp.) Examination, November 2015
COMPLEMENTARY COURSE IN JOURNALISM
1C01 JNL/2C01 JNL/3C01 JNL : Mass Communication Studies
(2013 and Earlier Admissions)

Time : 3 Hours

Max. Weightage : 30

PART – A

Answer **any 8** questions not exceeding **30** words. **(8×1=8)**

Each question carries **1** weightage.

1. Communication
2. Prime time
3. Fourth estate
4. Agenda-setting theory
5. Hot media
6. Communication competence
7. Message
8. Target group
9. Semantic noise
10. Decentralisation
11. Non-verbal communication
12. News release.

P.T.O.



PART – B

Answer **any 5** questions not exceeding **100** words. **Each** question carries **2** weightages. **(5×2=10)**

13. Explain Right to Information Act.
14. What are the recommendations of the Mac Bride Report ?
15. Draft a short history of Indian Cinema.
16. Explain the contributions of Lasswell.
17. What is intrapersonal communication ?
18. Write a note on Indian Film Censor Board.
19. What are the characteristics of mass media ?
20. Discuss global village.

PART – C

Answer **any two** of the following not exceeding **450** words. **Each** question carries **6** weightages. **(2×6=12)**

21. Examine the mass communication model of Wilbur L. Schramm.
 22. Discuss the significant theories of mass media.
 23. Explain the different types of communication.
 24. Analyse the importance and role of new media in the Modern World.
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