



K17U 1936

Reg. No. :

Name :

III Semester B.A. Degree (CBCSS – Reg./Sup./Imp.)
Examination, November 2017
(2014 Admn. Onwards)
COMPLEMENTARY COURSE IN JOURNALISM
3C03 JNL-E/JNL-A : Mass Communication Studies

Time : 3 Hours

Max. Marks : 40

PART – A

Write short note on **any 5** questions. **Each** question carries **1** mark.

1. Communication.
2. Marshall McLuhan.
3. Communication apprehension.
4. Target audience.
5. Communication competence.
6. Communication flow.
7. Medio communication.
8. Downward communication.

(5×1=5)

PART – B

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

9. Explain defamation.
10. Discuss dysfunctional effects of media.
11. What are the advantages and limitations of newspapers ?
12. Examine the Right to Information Act.

(4×2=8)

P.T.O.



PART – C

Answer **any 5** questions **not** exceeding **100** words. **Each** question carries **3** marks.

13. Explain the rights and restrictions on the freedom of speech and expression in India.
14. Discuss media imperialism.
15. What does individual differences theory propose ?
16. Examine new media.
17. Explain Lasswell's model of mass communication.
18. Highlight the important international news agencies.
19. Analyse the characteristics of radio as a powerful mass medium.
20. Examine Berlo's model of communication. (5×3=15)

PART – D

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

21. Write a critique of mass media in India.
22. Critically examine the functions of communication.
23. Discuss the different types of communication.
24. Briefly mention the normative theories of mass media. (2×6=12)