

0082051



K19U 2445

Reg. No. :

Name :

III Semester B.A. Degree (CBCSS- Reg./Sup./Imp.)

Examination, November-2019

(2014 Admn. Onwards)

COMPLEMENTARY COURSE IN JOURNALISM

3 C03 JNL-E/ JNL-A: MASS COMMUNICATION STUDIES

Time : 3 Hours

Max. Marks :40

PART - A

I. Write short notes on any 5 questions. Each question carries 1 Mark.

(5×1=5)

1. Mass communication.
2. Cool Media.
3. Message.
4. Target audience.
5. Communication apprehension.
6. Channel noise.
7. Gate Keeping.
8. Opinion leader.

PART - B

II. Answer All questions. Each question carries 2 Marks

(4×2=8)

9. Examine the strengths and limitations of news papers.
10. Explain feed back in mass media.

P.T.O.



11. Mention the types of non- verbal communication.
12. Comment on the dysfunctional effects of media.

PART - C

III. Answer any **Five** questions not exceeding 100 words. Each question carries **3** marks. (5×3=15)

13. Examine the origin and development of radio in India.
14. Discuss the basic functions of communication.
15. What is mass- line communication?
16. Explain the main advantages of television.
17. Why are folk media important in Indian communication? Name the major folk theatre forms.
18. Discuss the elements of communication.
19. Examine the restrictions on Freedom of press in India.
20. Elucidate the barriers to communication.

PART - D

IV. Answer any **Two** of the following not exceeding 350 words each. Each answer carries **6** marks. (2×6=12)

21. Discuss the normative theories of mass media
 22. Assess critically Aristotle's model of communication.
 23. Explain the characteristics and advantages of new media.
 24. Write a critical evaluation of Mass Media in India.
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