



K16U 2154

Reg. No.: .....

Name: .....

**III Semester B.A. Degree (CBCSS – Reg./Supple./Imp.)**  
**Examination, November 2016**  
**(2014 Admn. Onwards)**  
**COMPLEMENTARY COURSE IN JOURNALISM**  
**3C03 JNL – E, 3C03 JNL – A : Mass Communication Studies**

Time : 3 Hours

Max. Marks : 40

**PART – A**

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

1. Mass communication.
2. Gatekeeper.
3. Blog.
4. Channel noise.
5. Hot Media.
6. Cross cultural communication.
7. Semantic noise.
8. Meta communication.

(5×1=5)

**PART – B**

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

9. What are the different types of feedbacks ?
10. What is internal communication ?
11. Who is an opinion leader ?
12. Explain 'message' in communication.

(4×2=8)

P.T.O.



## PART – C

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

13. Examine the need for communication.
14. Write a note on the Press Council of India.
15. Enumerate the main functions of mass media.
16. What are the main functions of internet as a mass medium ?
17. Comment on the restrictions on freedom of press in India.
18. Discuss Marshal McLuhan's concept of global village.
19. Explain authoritarianism.
20. Discuss international news agencies. **(5×3=15)**

## PART – D

Answer **any two** questions **not** exceeding **350** words. **Each** question carries **6** marks.

21. Examine the different types of communication.
22. Critically examine the nature of mass communication.
23. Discuss the strengths and limitations of newspaper, television and radio.
24. Explain the features of Wilbur Schramm model of communication. **(2×6=12)**