



K20U 1354

Reg. No. :

Name :

**III Semester B.A. Degree (CBCSS – Sup./Imp.)
Examination, November 2020
(2014-'18 Admns.)
COMPLEMENTARY COURSE IN JOURNALISM
3C03JNL-E/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. Intra-personal communication.
2. Rhetoric.
3. Communication channel.
4. Propaganda.
5. Broadcast media.
6. Convergent media.
7. Public service broadcasting.
8. Alternative media.

(5×1=5)

PART – B

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

9. Define interpersonal communication.
10. What are the different mass media systems ?
11. What do you mean by media imperialism ?
12. What is development communication ?

(4×2=8)

P.T.O.



PART – C

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

13. Explain the features of television.
14. Explain the Lasswell's model in detail.
15. Explain the elements of communication.
16. What are the characteristic features of online communication ?
17. Write a note on the contributions of Marshall McLuhan.
18. Explain the significance of news agencies.
19. Write a note on the functions of mass media.
20. Explain the stimulus response theory. (5×3=15)

PART – D

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

21. Explain the concept of freedom of speech and expression with special reference to the constitutional provisions in India.
22. Attempt an essay on the strengths and limitations of various mass media forms.
23. Critically analyse the role of mass media in the preservation of human rights.
24. Explain in detail the normative theories of press. (2×6=12)