



K23U 3549

Reg. No. :

Name :

III Semester B.A. Degree (C.B.C.S.S. – O.B.E. – Regular/Supplementary/
Improvement) Examination, November 2023
(2019 to 2022 Admissions)

COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM FOR
BA POLITICAL SCIENCE

3C 03JNL-E : Introduction to Mass Communication

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **one** mark.

1. Grapevine
2. Encoding
3. Folk media
4. NWICO
5. Information superhighway
6. Censorship.

(6×1=6)

PART – B

Answer **any six** questions **not** exceeding **75** words. **Each** question carries **2** marks.

7. Mass culture.
8. Relevance of feedback in communication process.
9. Marshall Mc Luhan.
10. Group communication.

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11. AIR.
12. Online journalism.
13. Selective exposure.
14. Gate keeping.

(6×2=12)

PART – C

Answer **any four** questions **not** exceeding **150** words. **Each** question carries **3** marks.

15. Discuss the term 'global village' and the relevance of the concept in contemporary society.
16. Discuss the importance of mass media in the development of society.
17. Enumerate the advantages of digital media with examples.
18. Examine the role of communication in the social and economic development of a society.
19. Explain the role and influence of opinion leaders in the public opinion formation.
20. Define the term media effects and types of media effects with examples. (4×3=12)

PART – D

Answer **any two** questions **not** exceeding **300** words. **Each** question carries **5** marks.

21. Define 'communication', elements, types, and relevance of models in communication with suitable examples.
22. Discuss the relevance and contributions of film as a medium of communication in society.
23. 'FM has revolutionized and changed the entire face of radio broadcasting' Comment your views.
24. Discuss the scope and prospects of new media technology in accelerating the process of communication in contemporary society. (2×5=10)