



K22U 3559

Reg. No. :

Name :

**Third Semester B.A. Degree (CBCSS – OBE – Regular/Supplementary/
Improvement) Examination, November 2022
(2019 Admission Onwards)
COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM FOR POLITICAL
SCIENCE CORE
3C03JNL – E-Introduction to Mass Communication**

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark.

1. Aristotle.
2. Post truth.
3. Global village.
4. Gate keeping.
5. RTI.
6. Opinion leaders.

(6×1=6)

PART – B

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

7. Barriers of communication.
8. Berlo's model.
9. Sathyajith Rai.
10. Selective exposure.

P.T.O.

K22U 3559



11. Media imperialism.
12. Reporters without borders.
13. Xinhua.
14. DTH.

(6×2=12)

PART – C

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

15. Explain IT Act, 2000.
16. Describe the concept of Defamation.
17. What are the new trends in Radio Broadcasting ?
18. What do you mean by 'Many voices and One World' ?
19. What is Stimulus Response Theory ?
20. Explain the functions and dysfunctions of media.

(4×3=12)

PART – D

Answer **any two** of the following **not** exceeding **300** words. **Each** question carries **5** marks.

21. 'Communication is essential for human survival.' Explain the importance of communication in this period of digital revolution.
22. 'Film is a powerful and captivating medium.' Elucidate your points.
23. Describe the Normative Theories of Mass Media.
24. Write your viewpoints about the freedom of expression enjoyed by the Indian Mass Media.

(2×5=10)