



K21U 6597

Reg. No. :

Name :

I Semester B.A. Degree (C.B.C.S.S. – Supplementary)
Examination, November 2021
(2015 – 2018 Admissions)
COMPLEMENTARY COURSE IN JOURNALISM
1C01JNL : Mass Communication Studies

Time : 3 Hours

Max. Marks : 40

PART – AWrite short note on **any 5** questions. **Each** question carries **1** mark.

1. Decoding.
2. Kinesics.
3. Semantic Noise.
4. Reference Group.
5. Dyadic communication.
6. Intrapersonal communication.
7. AFP.
8. Censorship.

(5×1=5)**PART – B**Answer **all** questions. **Each** question carries **2** marks.

9. Distinguish between verbal and non-verbal communication.
10. Write a note on Lasswell's communication model.
11. Explain the concept media ethics.
12. Explain the libertarian theory of media.

(4×2=8)

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

13. Explain the different types of communication.
14. Discuss about the functions of mass communication.
15. Explain the characteristic features of new media.
16. Write a note on the prominent news television channels in India.
17. Explain agenda setting theory.
18. Explain the concept media imperialism.
19. How does the newspaper industry target audiences ?
20. Write in detail about the Article 19.1.a of Indian Constitution.

(5×3=15)**PART – D**Answer **any two** of the following **not** exceeding **350** words **each**.

21. Discuss in detail about any four communication models.
22. Critically analyse the significance of broadcast sector in today's communication scenario.
23. Discuss in detail about the normative theories of mass media.
24. Analyse the ethical issues associated with the mass media in India.

(2×6=12)