



K22U 3298

Reg. No. :

Name :

**I Semester B.A. Degree (C.B.C.S.S. – Supplementary)
Examination, November 2022
(2016-2018 Admissions)**

COMPLEMENTARY COURSE IN JOURNALISM

1C01JNL/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. Media vehicle.
2. Noise.
3. Mass communication.
4. Semantic noise.
5. Agenda-setting effect.
6. Dyad.
7. Paralanguage.
8. Communication apprehension.

(5×1=5)

PART – B

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

9. Mention the different types of non-verbal communication.
10. What is agenda-setting effect ?
11. Explain communication competence.
12. Comment on convergence of media.

(4×2=8)

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PART – C

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

13. Discuss the different elements of communication.
14. What are dysfunctional effects of media ?
15. Discuss Aristotle's model of communication.
16. Write a note on new media.
17. Examine the Right to Information Act. State how it has helped the common people.
18. Write a note on Mc Luhan and the concept of the global village.
19. Trace the early history of newspaper in India.
20. Discuss the problems identified by Mac Bride report and its recommendations.

(5×3=15)

PART – D

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

21. Discuss the nature of mass communication.
22. Examine Wilbur L. Schramm model of communication.
23. Comment on the strengths and limitations of newspaper, television and radio.
24. Explain the different theories of mass media.

(2×6=12)