



K23U 4049

Reg. No. :

Name :

I Semester B.A. Degree (C.B.C.S.S. – O.B.E. – Regular/Supplementary/
Improvement) Examination, November 2023
(2019 Admission Onwards)

COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM
1C01JNL : Introduction to Mass Communication

Time : 3 Hours

Max. Marks : 40

PART – A

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

1. Intra personal Communication
2. Psychological Barrier
3. Encode
4. Digital Media
5. MacBride
6. Global Village.

(6×1=6)

PART – B

Answer **any 6** questions **not** exceeding **75** words. **Each** question carries **2** marks.

7. Differentiate between Group and Mass Communication.
8. Discuss the relevance of New Media.
9. Explain the importance of Non-verbal Communication.
10. Narrate social responsibility theory.
11. Discuss the Impact of Media imperialism.

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12. Write a note on Stimulus Response theory.

13. Write a note on 'Big Fours'.

14. Discuss the roles of Opinion leaders in Communication.

(6×2=12)

PART – C

Answer **any 4** questions **not** exceeding **150** words. **Each** question carries **3** marks.

15. Explain on any two linear models of Communication.
16. Narrate the significance of Circular Model of Communication.
17. Write a note on strength and limitations of Radio as a medium.
18. Discuss on the Four theories of Press.
19. Explain the significance of Gate Keeping Process.
20. Narrate on the censorship of media content and its impact on creative content development.

(4×3=12)

PART – D

Answer **any 2** questions **not** exceeding **300** words **each**. **Each** question carries **5** marks.

21. Discuss the relevance of cinema as a popular medium.
22. Narrate the significance of self-regulation in social media content management.
23. Analyse the relevance of trolls and memes as the tools of political communication.
24. Evaluate the scope of folk media as an effective instrument for social change.

(2×5=10)