



K24U 4090

Reg. No. : .....

Name : .....

I Semester B.A. Degree (C.B.C.S.S. – O.B.E. – Supplementary/Improvement)  
Examination, November 2024  
(2019 – 2023 Admission)

COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM  
1C01 JNL : Introduction to Mass Communication

Time : 3 Hours

Max. Marks : 40

PART – A

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

1. Nonverbal communication
2. Mechanical Barrier
3. Noise
4. Feedback
5. Opinion leader
6. Two step flow theory.

(6×1=6)

PART – B

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

7. Differentiate between Intra and Interpersonal Communication.
8. Discuss the relevance of Folk media.
9. Explain the functions of communication.
10. Narrate the characteristics of Group communication.
11. Discuss the concept 'Global village'.
12. What is digital media ?
13. Write a note on AFP.
14. Discuss on the key elements of communication.

(6×2=12)

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PART – C

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

15. Explain Lasswell's model of communication.
16. Narrate the importance of Mass communication.
17. Write a note on Stimulus response theory.
18. Discuss on media Imperialism.
19. Explain the importance of Right to Information Act.
20. Narrate on circular model of communication.

(4×3=12)

PART – D

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

21. Discuss the relevance of Censorship and self-regulation in News Media.
22. Narrate the normative theories of Mass Media.
23. Analyse the recommendations of Mac Bride Commission report.
24. Evaluate the significance of Television as an important tool of communication in rural areas.

(2×5=10)