



M 8828

Reg. No. :

Name :

**I Semester B.A. (Regular/Supple./Improvement) Degree
Examination, November 2010
FUNCTIONAL ENGLISH (Complementary) (Course No. – I)
1C01JNL : Mass Communication Studies**

Time : 3 Hours

Max. Weightage : 30

PART – A

Answer **any twelve** questions not exceeding **fifty** words each. **Each** question carries **1** weightage. **(Weightage 12×1=12)**

1. Ideal global culture.
2. Aristotle and communication.
3. Gestures in communication.
4. Marshall McLuhan.
5. Listening, a skill.
6. Notice board.
7. Follow up.
8. Cultural Determinants.
9. Mc Bride Sean.
10. Acculturation.
11. Human Communication.
12. Task force.
13. Roadshows.

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14. Feedback.

15. Editing.

16. OHP.

PART – B

Answer **any 5** questions not exceeding **150** words. **Each** question carries **2** Weightages. (Weightage $5 \times 2 = 10$)

17. Mc Bride commission.

18. Difference between Audio-Visual Media.

19. Advantages of advanced media.

20. Concept of global village.

21. Social significance of communication.

22. Jargon in communication.

23. Redundancy in communication.

PART – C

Answer **any two** of the following in not exceeding **450** words. **Each** question carries **4** Weightages. (Weightage $2 \times 4 = 8$)

24. Elements of communication.

25. Electronic communication.

26. Types of communication.

27. Advantages and disadvantages of print media.
