



**M 2418**

Reg. No. : .....

Name : .....



**I Semester B.A./B.Sc./B.Com./B.B.A./B.B.A.T.T.M./B.B.M./B.C.A./B.S.W./  
B.A. Afsal UI Ulama Degree (CCSS-Reg./Supple./Improv.)**

**Examination, November 2012**

**COMPLEMENTARY COURSE IN JOURNALISM**

**IC01/2C01/3C01 JNL : Mass Communication Studies**

Time : 3 Hours

Max. Weightage : 30

**PART – A**

Answer **any 12** questions **not** exceeding **50** words. **Each** question carries  
1 weightage.

**(12×1=12)**

1. Agenda building
2. Cyber space
3. Media target
4. Green marketing
5. Voice-over
6. AMIC
7. Magic bullet theory
8. Intrapersonal communication
9. Limited effects theory
10. Audience flow
11. Mass

**P.T.O.**



12. Gatekeepers
13. Three elements of communication
14. Global village
15. Video on demand
16. Market research.

#### PART – B

Answer **any 5** questions **not** exceeding **150** words. **Each** question carries **2** weightages.

(5×2=10)

17. Comment on the relevance of civic journalism.
18. Explain interpersonal communication.
19. Is communication a basic need ?
20. Explain authoritarian theory of mass media.
21. Examine the advantages of folk media.
22. Comment on development communication as a field of mass communication.
23. What is alternative media ?
24. What is the aim of Copyright Act ?

#### PART – C

Answer **any 2** of the following **not** exceeding **450** words. **Each** question carries **4** weightages.

(2×4=8)

25. How important is the role of mass communication in our society ? Illustrate your answer with reference to the uses of the mass media in India.
  26. What are the mass media ? Examine the functions of the mass media.
  27. Comment on the different types of communication.
  28. Discuss the different theories of mass media.
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