

Reg. No. : .....

Name : .....

**I Semester B.A. Degree (CCSS – Supple./Improv.)**  
**Examination, November 2014**  
**COMPLEMENTARY COURSE IN JOURNALISM**  
**1C01/2C01/3C01 JNL : Mass Communication Studies**  
**(2013 and Earlier Admn.)**

Time : 3 Hours

Max. Weightage : 30

**PART – A**

Answer **any 8** questions not exceeding **30** words. **Each** question carries **1** weightage.

1. Global village
2. Mass communication
3. Dyad
4. Media vehicle
5. Hot media
6. Floor manager
7. KISS principle
8. Authoritarian theory
9. H. D. Lasswell
10. Brainstorming.
11. Communication.
12. Target audience.

**(Wtg. 8×1=8)**



## PART – B

Answer **any 5** questions not exceeding **100** words. **Each** question carries **2** weightages.

13. Explain Right to Information Act.
14. Discuss the contributions of Lasswell.
15. Explain man's need for communication.
16. What are the main recommendations of McBride Commission ?
17. Explain the Individual differences theory.
18. Examine the composition of the Press Council of India.
19. Explain the important functions of mass media.
20. Write a short history of journalism in India. **(Wtg. 5×2=10)**

## PART – C

Answer **any 2** of the following not exceeding **450** words. **Each** question carries **6** weightages.

21. Discuss the important types of communication.
  22. Explain the mass communication model of Wilbur L. Schramm.
  23. Critically examine the different theories of mass media.
  24. Write a critique of mass media in India. **(Wtg. 2×6=12)**
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