



M 7856

Reg. No. :

Name :

I Semester B.A. Degree (CCSS – Regular) Examination, November 2014
(2014 Admn.)

COMPLEMENTARY COURSE IN JOURNALISM
1C01 JNL : Mass Communication Studies

Time: 3 Hours

Max. Marks : 40

PART – A

Write short note on **any 5** questions. **Each** question carries **1** mark.

1. Summary lead
2. Commercial
3. Audience
4. Multimedia
5. Documentary
6. Internet addiction
7. Mass communication
8. Timeliness.

(5×1=5)

PART – B

Answer **all** questions. **Each** question carries **2** marks.

9. Explain 'Communication'.
10. What is 'Interpersonal Communication' ?
11. Define 'Mass Media'.
12. Explain 'audience flow'.

(4×2=8)

P.T.O.



PART – C

Answer **any 5** questions not exceeding **100** words. **Each** question carries **3** marks.

13. Explain group and mass communications.
14. Outline Aristotle's mass communication model.
15. Examine the strengths and limitations of television.
16. Write a note on folk media.
17. Discuss Stimulus- response theory.
18. Comment on the Press Council of India.
19. Give a short history of Indian Cinema.
20. Explain Right to Information Act. (5×3=15)

PART – D

Answer **any two** of the following not exceeding **350** words **each** :

21. Discuss the various types of communication.
22. Present an outline of the mass communication model of Wilbur L. Schramm.
23. Define mass media and explain its functions.
24. Comment on the importance of New Media. (2×6=12)