



K18U 2223

Reg. No. :

Name :

I Semester B.A. Degree (CBCSS – Reg./Supple./Improv.)
Examination, November 2018
Complementary Course in Journalism
1C01JNL : MASS COMMUNICATION STUDIES
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 40

PART – A

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

1. House Journals
2. Encoding
3. Audience flow
4. Verbal communication
5. Communication competence
6. Target audience
7. Opinion leader
8. Noise.

(5×1=5)

PART – B

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

9. Define interpersonal communication.
10. Who is a gate keeper ?
11. What is media bias ?
12. Explain internal communication.

(4×2=8)

P.T.O.



PART – C

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

13. Comment on the right to Information Act.
14. Discuss a few important folk theatre forms.
15. Examine the salient features of Stimulus Response theory.
16. Explain the powers of the Press Council of India.
17. Illustrate McLuhan's concept of global village.
18. Evaluate Authoritarian doctrine of mass communication.
19. Discuss the major international news agencies.
20. Explain the problems identified by MacBride commission. (5×3=15)

PART – D

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

21. Elaborate the functions and dysfunctions of mass communication.
22. Comment on the freedom of the press in India and the reasonable restrictions on it.
23. Discuss Wilbur L. Schramm model of communication.
24. Define communication and narrate the elements of communication. (2×6=12)