

0087071



K19U 3298

Reg. No. :

Name :

I Semester B.A Degree (CBCSS (OBE) - REGULAR)

Examination, November - 2019

(2019 ADMISSION)

COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM

1C 01 JNL : INTRODUCTION TO MASS COMMUNICATION

Time : 3 Hours

Max. Marks : 40

PART - A

Answer **All** questions. Each question carries **1** mark.

(6×1=6)

1. New media.
2. AP.
3. Dyadic communication.
4. Community radio.
5. Semantic noise.
6. Intimate stage.

PART - B

Answer **any Six** questions not exceeding **75 words**. Each question carries **2** Marks.

(6×2=12)

7. Dysfunctions of mass media.
8. Right to Information act.
9. Dance Helical model of Communication.
10. Folk media.
11. SITE.
12. Gate Keeping.

P.T.O



13. Stimulus response theory
14. Digital divide

PART - C

Answer **any four questions** not exceeding **150** words. Each question carries **3** marks. (4×3=12)

15. What are the challenges of print media?
16. Explain Aristotelian model of communication ?
17. Differentiate between verbal and non-verbal communication.
18. Explain the elements of communication
19. What are the characteristics of feedback in communication ?
20. Trace the historical importance of Radio in India.

PART - D

Answer **any two questions** not exceeding **300** words each. (2×5=10)

21. Trace the history of human communication. Explain various types of communication ?
 22. What do you mean by a communication theory? Discuss different types of communication theories ?
 23. Elucidate the term new media. Describe the challenges of print media in the digital era.
 24. Why do we consider Mass communication as the most effective tool of communication ?
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