

0035101



K19U 3223

Reg. No. :

Name :

I Semester B.A Degree (CBCSS- Supplementary / Improvement)

Examination, November- 2019

(2014 -2018 Admissions)

COMPLEMENTARY COURSE IN JOURNALISM

1C01 JNL : MASS COMMUNICATION STUDIES

Time : 3 Hours

Max. Marks : 40

PART - A

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

(5×1=5)

1. Kinesics
2. Communication competence.
3. Upward communication
4. Gatekeepers
5. Acculturation
6. Grapevine
7. Meta communication
8. Hot media

PART - B

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

(4×2=8)

9. What are House journals?
10. Explain interpersonal communication.

P.T.O.



- 11. Comment on digital divide.
- 12. Examine decoding.

PART - C

Answer any **5** questions not exceeding **100** words each. Each question carries **3** marks. **(5×3=15)**

- 13. Explain Harold Lasswell model of communication.
- 14. What is Mass communication? Explain its characteristics?
- 15. Discuss stimulus response theory.
- 16. Explain the characteristics of television as an attractive medium.
- 17. Discuss the elements of communication.
- 18. Comment on Marshall Mc Luhan and the concept of global village.
- 19. What is media imperialism?
- 20. Explain Individual differences theory.

PART - D

Answer any **two** of the following not exceeding **350** words each. Each question carries **6** marks. **(2×6=12)**

- 21. Examine the main advantages and disadvantages of mass media.
 - 22. Briefly mention the different theories of mass media.
 - 23. Comment on the chief functions of communication.
 - 24. Discuss the ethical codes which media practitioners need to follow to keep the good name of their profession.
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