



K20U 3223

Reg. No. : .....

Name : .....



I Semester B.A. Degree (CBCSS – Supplementary)  
Examination, November 2020  
(2014-2018 Admissions)  
**COMPLEMENTARY COURSE IN JOURNALISM**  
**1C01JNL : Mass Communication Studies**

Time : 3 Hours

Max. Marks : 40

PART – A

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

1. Encoding.
2. Message.
3. Yellow journalism.
4. Communication flow.
5. Cross-cultural communication.
6. Grass roots lobbying.
7. Cool media.
8. Mass media.

(5×1=5)

PART – B

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

9. What is audience flow ?
10. Explain spin doctor.
11. Why is communication essential for survival ?
12. Explain media bias.

(4×2=8)

P.T.O.



## PART – C

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

13. Write a note on international news agencies.
14. Explain individual differences theory.
15. Examine the features of mass communication.
16. Mention the different types of non-verbal communication.
17. Write a note on the origin of radio in India.
18. Discuss the main folk theatre forms.
19. What are the strengths and limitations of newspapers ?
20. Comment on the Right of Information Act.

(5×3=15)

## PART – D

Answer **any two** of the following **not** exceeding **350** words **each**. **Each** question carries **6** marks :

21. Write an essay on the barriers to communication.
22. Discuss the different types of communication.
23. Explain Wilbur L. Schramm model of communication.
24. Briefly mention the different theories of mass media.

(2×6=12)