



K15U 0538

Reg. No.:

Name:

I Semester B.A. Degree (CCSS – Reg./Supple./Improv.)
Examination, November 2015
Complementary Course in Journalism
1C01 JNL : MASS COMMUNICATION STUDIES
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 40

PART – A

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

1. Rating
2. Noise
3. Media vehicle
4. Interpersonal communication
5. Acculturation
6. Blog
7. Super
8. Zapping.

(5×1 = 5)

PART – B

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

9. Explain Mass Communication.
10. What is a documentary ?
11. Why is internet addiction harmful ?
12. Explain Interpersonal communication.

(4×2 = 8)

P.T.O.



PART – C

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

13. Discuss Authoritarian theory of mass media.
14. Explain the contributions of Lasswell.
15. Write a note on the Press Council of India.
16. What is the relevance of online journalism ?
17. Explain the important characteristics of mass communication.
18. Why is communication essential for mankind ?
19. Outline the important folk theatre forms.
20. What is media imperialism ? (5×3 = 15)

PART – D

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

21. Explain the different types of communication.
 22. Explain the different theories of mass media.
 23. Examine the strengths and limitations of mass media.
 24. Explain the idea of 'Global Village' and the contributions of McLuhan. (2×6 = 12)
-