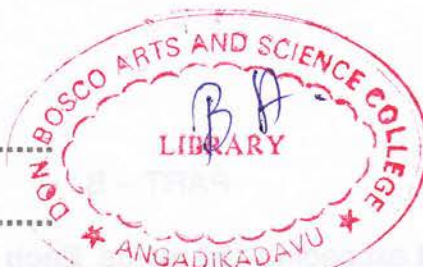




M 11479

Reg. No. :

Name :



I Semester B.A./B.Sc./B.Com./B.B.A./B.B.A. T.T.M./B.B.M./B.C.A./B.S.W. Degree
(CCSS-Regular/Suppl./Improv.) Examination, November 2011

COMPLEMENTARY COURSE IN JOURNALISM

1C01/2C01/3C01 JNL : Mass Communication Studies

Time : 3 Hours

Max. Weightage : 30

PART – A

Answer **any 12** questions **not** exceeding **50** words. **Each** question carries **1** weightage.

(12×1=12)

1. Agenda-setting effect.
2. Indian news agencies.
3. Marshall Mc Luhan.
4. Dependency theory.
5. Freelancer.
6. Mass Media.
7. Cookie.
8. Interpersonal communication.
9. Break.
10. Limited effects theory.
11. Cyberspace.
12. Market research.
13. Feedback.
14. Couch-potato.
15. Mass communication.
16. Global village.

P.T.O.



PART – B

Answer **any 5** questions **not** exceeding **150** words. **Each** question carries **2** weightages.

(5×2=10)

17. Explain the need for Communication.
18. Explain Group Communication.
19. What is Development Communication theory ?
20. Explain Right to Information Act.
21. Comment on Folk Media.
22. Examine the Press and Registration Act.
23. Explain alternative media.
24. What is reception-analysis ?

PART – C

Answer **any two** of the following **not** exceeding **450** words. **Each** question carries **4** weightages.

(2×4=8)

25. What has been Mc Luhan's contribution to our understanding of the influence of technology on communication ?
 26. Comment on the different types of communication.
 27. Critically examine the theories of Mass Media.
 28. Give a critique of Mass Media in India.
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