



M 5376

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./
B.A. Afsal-UI-Ulama Degree (CCSS – Regular/Supple./Improvement)
Examination, November 2013
COMPLEMENTARY COURSE IN JOURNALISM
1C01/2C01/3C01 JNL : Mass Communication Studies

Time: 3 Hours

Max. Weightage : 30

PART – A

Answer **any 8** questions not exceeding **30** words. **Each** question carries **1** weightage.

1. Rating.
2. Authoritarian theory.
3. Mass Media.
4. Interpersonal communication.
5. Communication flow.
6. Hot media.
7. Communication competence.
8. Channel noise.
9. Dyad.
10. Media communication.
11. Feedback.
12. H.D. Lasswell.

(Wtg. : 8×1=8)

P.T.O.



PART – B

Answer **any 5** questions not exceeding **100** words. **Each** question carries **2** weightages.

13. Discuss the recommendations of the Mac Bride Report.

14. Comment on the Press Council of India.

15. Give a short history of Indian Cinema.

16. What is individual differences theory ?

17. Write a short note on the contributions of Lasswell.

18. Explain interpersonal communication.

19. Discuss Right to Information Act.

20. Explain man's need for communication.

(Wtg. : 5×2=10)

PART – C

Answer **any 2** of the following not exceeding **450** words. **Each** question carries **6** weightages.

21. Discuss the mass communication model of Wilbur L. Schramm.

22. Give a critique of mass media in India.

23. Explain the types of communication.

24. Examine the important theories of mass media.

(Wtg. : 2×6=12)