

C 15796

(Pages : 2)

Name.....

Reg. No.....

**SECOND SEMESTER B.A. DEGREE EXAMINATION, MAY 2011**

(CCSS)

Mass Communication

MC 11 B02—FUNDAMENTALS OF MASS COMMUNICATION

Time : Three Hours

Maximum : 30 Weightage

**Part A**

*Answer all questions in few words.*

1. Source.
2. Rhetoric.
3. Reporter.
4. Channel.
5. Non-verbal communication.
6. OB Van.
7. Feedback.
8. Warren Weaver.
9. Aristotle.
10. Expand I and B ministry.
11. Expand STAR TV.
12. Expand ENG (in TV production).

(12 × ¼ = 3 weightage)

**Part B**

*Give answers in a line or two to all questions.*

13. Noise.
14. Feed forward.
15. Stringer.
16. Audience.
17. Wilbur Schramm.
18. Copy taster.

Expand the following :—

19. DTH.
20. PTI.
21. Hegemony.

(9 × 1 = 9 weightage)

**Turn over**

**Part C**

*Give paragraph answers to any five.*

22. Describe Aristotle's views on communication.
23. List the characteristics of interpersonal communication.
24. What is Lasswell's formula ?
25. Explain Shannon and Weaver model of Communication.
26. Describe the nature of communication process within oneself.
27. Why is newspaper readership high in Kerala ?
28. FM channels have revolutionised radio listening. How ?

(5 × 2 = 10 weightage)

**Part D**

*Give essay type answers to any two questions.*

29. Describe the functions of mass communication.
30. New media has altered information exchange. Elaborate.
31. Media will imbalance people's opinion if it operates with vested interests. Comment.

(2 × 4 = 8 weightage)