SECOND SEMESTER B.A. DEGREE EXAMINATION
APRIL / MAY 2013

(CCSS)

Mass Communication

MC IIB 02 – FUNDAMENTALS OF MASS COMMUNICATION

Time : Three Hours

Maximum : 30 Weightage

Part A

Answer all questions ; each in one sentence.

1. HTML.
2. News hole.
3. Airtime.
4. Prime time.
5. Spot.
6. Jingle.
7. FM.
8. Teleconference.
9. Participatory Communication.
10. Social media.
11. Semantic noise.
12. Source credibility.

(12 × ¼ = 3 weightage)

Part B

Answer all questions very briefly.

13. Intrapersonal Communication.

14. Interpersonal Communication.

15. Group Communication.

16. Mass Communication.

17. Two-step flow of communication.

18. Multi-step flow of Communication.

19. Multitasking.

20. Infographics.

21. Fairness doctrine.

(9 × 1 = 9 weightage)

Turn over

Part C

Answer any **five** *questions; each in* **one** *paragraph.*

22. What are the functions of mass media?

23. Will the digital techniques help cinema survive?

24. What is helical spiral model?

25. Media convergence.

26. Harold Lasswell's theory of "who says what...".

27. Citizen Journalism.

28. Unique characteristics of the language of cyber media.

(5 × 2 = 10 weightage)

Part D

Write essay on any **two** *of the following.*

29. Elucidate the evolution of mass communication.

30. Summarise the major theories of mass communication.

31. Present an overview of the mass media scenario in India.

(2 × 4 = 8 weightage)