

C 62767

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Name.....

Reg. No.....

SECOND SEMESTER B.A. DEGREE EXAMINATION, MAY 2014

(UG—CCSS)

Core Course—Mass Communication and Journalism

MC IIB 02—FUNDAMENTALS OF MASS COMMUNICATION

Time : Three Hours

Maximum : 30 Weightage

Part A

Answer any twelve questions not exceeding 50 words.

Each question carries a weightage of 1.

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|-------------------------|-----------------------------|
| 1. Convergence. | 2. Deceptive communication. |
| 3. Sleeper effect. | 4. Chauvinism. |
| 5. Distortion. | 6. Haptics. |
| 7. Magic bullet theory. | 8. Feedback. |
| 9. Noise. | 10. Persuasion. |
| 11. Passive audience. | 12. Icon. |
| 13. Paralanguage. | 14. Agenda setting. |
| 15. Catharsis. | 16. Narcotic effect. |

(12 × 1 = 12 weightage)

Part B

Answer any five questions not exceeding 150 words.

Each question carries 2 weightage.

17. Define communication and discuss its functions in human society.
18. Write the characteristics of mass media.
19. Write on the evolution Television in India.
20. Explain David Berlo's model of communication.
21. What do you mean by persuasion ?
22. What is feedback ? Explain its types.
23. Explain the role of films in a developed country like India.
24. Do print medium have the integrity in the competitive era of globalization.

(5 × 2 = 10 weightage)

Turn over

Part C

*Answer any **two** questions not exceeding 450 words.
Each question carries 4 weightage.*

25. Elaborate and highlight the future of radio transmission.
26. Explain the purpose of model. Discuss its importance in communication.
27. Discuss the characteristics of Intra-personal, Interpersonal and Group Communication. Explain their mutual relationship.
28. Critically examine the future broadcasting in India.

(2 × 4 = 8 weightage)