

C 82195

(Pages : 2)

Name.....

Reg. No.....

**SECOND SEMESTER B.A. DEGREE (SUPPLEMENTARY/
IMPROVEMENT) EXAMINATION, APRIL/MAY 2015**

(UG-CCSS)

Core Course – Mass Communication

MC II B 02 – FUNDAMENTALS OF MASS COMMUNICATION

Time : Three Hours

Maximum : 30 Weightage

Part A

Answer any twelve questions not exceeding 50 words.

Each question carries 1 weightage.

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|---------------------|----------------------|
| 1. Denotation. | 2. Empathy. |
| 3. Folk media. | 4. Elite culture. |
| 5. Semiotics. | 6. Channel Noise. |
| 7. Form. | 8. Hegemony. |
| 9. Agenda setting. | 10. Reflex effect. |
| 11. Genre. | 12. Sub culture. |
| 13. Media literacy. | 14. Bourgeoisie. |
| 15. Hero workshop. | 16. Opinion leaders. |

(12 × 1 = 12 weightage)

Part B

Answer any five questions not exceeding 150 words.

Each question carries 2 weightage.

17. "Language is an effective means of communication" – Explain.
18. What are the different forms of communication?
19. Brief the history of radio broadcasting in India.
20. Brief about 'audience as market'.
21. Explain Aristotle's model of communication.
22. What do you mean by media convergence?
23. What do you mean by popular culture?
24. What do you mean by interactive media?

(5 × 2 = 10 weightage)

Turn over

Part C

Answer any two questions not exceeding 450 words.

Each question carries 4 weightage.

25. Examine how new communication technologies prove the concept of 'Global Village'.
26. Enumerate on the impact of mass media in our daily lives.
27. Discuss the communication models of Wilbur Schramm and Shannon Weaver.
28. Internet is both a medium of interpersonal and mass communication. How?

(2 × 4 = 8 weightage)

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