



QP CODE: 21102599



Reg No : .....

Name : .....

**B.A DEGREE (CBCS) EXAMINATIONS, OCTOBER 2021**

**First Semester**

B.A Mass Communication and Journalism Model I

**Complementary Course - MC1CMT05 - FOUNDATIONS OF MASS MEDIA**

2017 Admission Onwards

4F9292AB

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define the term communis.
2. Explain the term transpersonal communication.
3. Explain the term 'media vehicles'.
4. Define the term 'surveillance'.
5. Explain the term 'Mojo'.
6. Define objectivity in reporting.
7. Define 'alternative media'.
8. Define instant feedback in communication.
9. Define selective exposure.
10. Define TRP.
11. Define the fifth estate.
12. Define investigative journalism.

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain the helical model of communication.
14. Discuss the role of media as an educator.





15. Discuss the future of print media in the fast growing digital era.
16. Describe the impact of new media in social awareness programs.
17. Discuss the role of audit bureau of circulations.
18. Make a brief profile of any notable journalist in India.
19. Discuss the agenda setting theory.
20. Describe the features of soviet media theory.
21. Make a note on paid news in mainstream journalism.

(6×5=30)

**Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Describe mass communication and its major characteristics.
23. Describe the importance of folkmedia in preserving cultural values.
24. Discuss the relation of press freedom and ownership of media.
25. Discuss the demerits of the cultural invasion of TV as a domestic medium.

(2×15=30)

