



23146839

QP CODE: 23146839

Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR/IMPROVEMENT/REAPPEARANCE
EXAMINATIONS, DECEMBER 2023**

First Semester

B.A Mass Communication and Journalism Model I

Complementary Course - MC1CMT05 - FOUNDATIONS OF MASS MEDIA

2017 Admission Onwards

1EE4EB33

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Explain the term opinion leader.
2. Explain the 'decoding' process in communication.
3. Give an example for an online news portal in India.
4. Describe the term 'sensationalism'.
5. Define the term 'blog'.
6. Define digital divide.
7. Define freelance journalism.
8. Define consumerism.
9. Define selective retention.
10. Define 'information poor' in digital divide.
11. Define reinforce function of mass media.
12. Define tabloid journalism.

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Discuss about the advantages of mass communication.
14. Discuss the role of mass media in socialising people.
15. Examine the role of TV as a cultural carrier.
16. Discuss the credibility of news appearing in new media compared to print media.
17. Describe the difference between persuasion and propaganda.
18. Discuss aggressive cues theory.
19. Make a brief profile of any notable journalist in India.
20. Make a note on the Authoritarian theory.
21. Explain the key elements of communication.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Illustrate the role of mass communication in our society.
23. List the technological updations in media industry especially new media.
24. Discuss the role of media in fastening democracy.
25. Discuss the scope and limitations of press, broadcast and online media.

(2×15=30)

