



QP CODE: 19101200

19101200

Reg No :

Name :

B A DEGREE (CBCS) EXAMINATION, DECEMBER 2018

First Semester

B.A Mass Communication and Journalism Model I

Complementary Course - MC1CMT05 - FOUNDATIONS OF MASS MEDIA

2017 Admission (Reappearance)

4023B9F5

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any **ten** questions.

Each question carries **2** marks.

1. Identify the role of gatekeeper in communication.
2. List the elements of communication process.
3. Define 'credibility' in journalism.
4. Define mass media.
5. Define the role of Prasar Bharati.
6. Define digital divide.
7. Define media audience.
8. Define 'sahridhaya bhava'.
9. Define catharsis.
10. Define the role of gate keepers in information flow.
11. Define freedom of press.
12. Explain linguistic barrier in communication.

(10×2=20)

Part B

Answer any **six** questions.

Each question carries **5** marks.

13. Discuss the various non verbal means of communication.
14. Explain the Lasswell's model of communication.
15. Describe the concept of paid news affecting the objectivity in reporting.





16. List any four FM radio channels operating in India.
17. Describe the core concept of cultivation theory.
18. Discuss aggressive cues theory.
19. Discuss the impact of globalization.
20. Make a note on the Authoritarian theory.
21. Discuss the functions of language.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Discuss the concept of framing with respect to Indian TV channels.
23. List the technological updations in media industry especially new media.
24. Make a critical account on the status of mass media in India.
25. Discuss the normative theories of press.

(2×15=30)

