



QP CODE: 19103199



Reg No :
Name :

B A DEGREE (CBCS) EXAMINATION, NOVEMBER 2019

First Semester

B.A Mass Communication and Journalism Model I

Complementary Course - MC1CMT05 - FOUNDATIONS OF MASS MEDIA

2017 Admission Onwards

1C372AE8

Time: 3 Hours

Maximum Marks :80

Part A

*Answer any **ten** questions.*

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

1. Discuss the importance of feedback in communication
2. Explain phatic stage
3. Give an example for an online news portal in India
4. Define the term 'yellow journalism'
5. Explain the term 'virtual reality'
6. Define citizen journalism
7. Define 'persuasion'
8. Define 'sahridhaya bhava'
9. Define community media
10. Define 'mass' in mass communication
11. Define cultural imperialism
12. Define tabloid journalism

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Discuss the SMCR model of communication
14. Discuss the reinforce function of mass communication





15. Discuss the advantage of radio over other mass media
16. Distinguish the legacy media and digital media
17. Describe the difference between persuasion and propaganda
18. Discuss uses and gratification theory
19. Discuss the impact of globalization
20. Explain the key elements of communication
21. Distinguish between group and mass communication

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Describe various types of communication and its features
23. Describe the relevance of film as a cultural carrier.
24. Discuss the functions and dysfunctions of mass media
25. Discuss the freedom of press in the context of normative theories

(2×15=30)

