

QP CODE: 23104794



Reg No : .....

Name : .....

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

**First Semester**

B.A Mass Communication and Journalism Model I

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

2017 Admission Onwards

B1578B88

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. Define the term digital divide.
2. Describe the term globalisation.
3. Explain the role of opinion leaders in society.
4. Define the term 'media mogul'.
5. Describe the term 'sensationalism'.
6. Explain the advantages of social media.
7. Define community media.
8. Define consumerism.
9. Define selective retention.
10. Define communication.
11. Define feedback in interpersonal communication.
12. Define tabloid journalism.

(10×2=20)

**Part B**

*Answer any **six** questions.*

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

13. Discuss the communication process.





14. Describe the role of space in communication.
15. Describe the features of radio as a personal medium.
16. Distinguish the legacy media and digital media.
17. Describe the importance of audience measurement.
18. Discuss the social learning theory.
19. Make a brief note on Pulitzer Prize.
20. Discuss on the social responsibility theory.
21. Discuss the impact of using silence in communication.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

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

22. Describe the Indian model of communication.
23. Discuss the growth and evolution of mass media.
24. Discuss the various media effects theories.
25. Discuss the challenges faced by print media in this digital era.

(2×15=30)

