

QP CODE

B1023

Enrollment Number:

Name:

FOUR YEAR UNDER GRADUATE DEGREE EXAMINATIONS, APRIL 2025

First Semester

B.A (Honours) English Language and Literature

SGB24JL101MI – Introduction to Mass Communication

(2024 July admissions)

Time: 3 Hours

Max Marks: 70

Section A

Answer any eight of the following questions in a word or sentence each. Each question carries 1 mark.

1. Define Digital Media.
2. What is Propaganda?
3. What is Folk Media?
4. Define Public Opinion.
5. Name two actualities captured and projected by Lumiere brothers.
6. Which was the first social media network site?
7. Expand the term NPTEL.
8. Which concept of Mahatma Gandhi emphasized the importance of decentralization and self - sufficiency?
9. What is Media Globalization?
10. What is Mediation?

(1X8=8)

Section B

Answer any six of the following questions in two or three sentences each. Each question carries 2 marks.

11. Describe the key elements of Communication.
12. What is Harold D Lasswell's model of communication?
13. Differentiate Hot media and Cool media.

14. What are the main characteristics of Digital media?
15. Explain the characteristics of TV as a popular medium.
16. What are the main features of media audience?
17. What are the main types of Non-Verbal communication?
18. Explain the Uses and Gratifications Theory in mass communication.

(2X6=12)

Section C

Answer any six of the following questions in one page each. Each question carries 5 marks.

19. How do the primary objectives of Advertising help the advertiser?
20. Briefly explain the functions of Mass communication.
21. How has Television contributed to globalization?
22. What are the different types of Noise in communication, and how can each type interfere with message clarity?
23. How has the rise of Digital Technology affected mediation?
24. Assess the importance of article 19(1)(a) in safeguarding media freedom.
25. How has digital and new media transformed traditional mass communication?
26. Explain the role of language as a primary tool in communication.

(5X6=30)

Section D

Answer any two of the following questions in three pages each. Each question carries 10 marks.

27. The emergence of social media technologies has profound impact in our society: Elucidate
28. Elaborate the three major Development Paradigms.
29. With the help of Sociological theories analyse the role of media in shaping society.
30. How does the SMCR model explain the process of communication, and what are the roles of its components in ensuring effective message transmission?

(10X2=20)