

**QP
CODE:
S9017**

Enrollment number :

Name :

BA DEGREE EXAMINATION,AUGUST 2023

Second Semester

B21JL01AN - Introduction to Mass Communication

2022 ADMISSIONS

Answers may be written either in English or Malayalam

**Time: 3
Hours**

Max Marks: 70

Section A

Answer any ten questions in a word or sentence each. Each question carries 1 mark.

1. Give an example for a social media platform.
2. Name any one communication barrier.
3. What does AM stand for in Radio?
4. Which theory suggests that viewers accept media messages as it is like a bullet shot from a gun?
5. Who is the author of the book Poetics?
6. Give an example for feedback in communication.
7. Expand ICT
8. Who suggested narcotising as a dysfunction of mass communication?
9. Who is the author of the work 'Aeropagetica'?
10. Who is considered as the inventor of modern printing technology?
11. Name the oldest printed book identified by archaeologist.
12. Expand SMCR.
13. Who developed frame analysis?
14. Name the theory developed by McCombs and Shaw that suggests media shapes public perception by determining what topics are important.
15. Give an example of a 'channel' in communication.

(1x10=10)

Section B

Answer any five questions in three or four sentences each. Each question carries 2 marks.

16. Principles of brevity
17. Opinion Leaders
18. Objectives of media freedom
19. Networked society

20. E-commerce
21. Media fatigue
22. Bandwagon Effect
23. User-generated content in new media
24. Propaganda
25. Dysfunctions of Mass Media

(2x5=10)

Section C

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

26. Explain the functions of communication based on a real life example.
27. Enumerate the role of language in communication.
28. "Audience research has many benefits," Explain.
29. Explain the different types of Public Relations.
30. Discuss the various factors or governors that influence public opinion.
31. Elaborate the communication models of Harold Lasswell and Shannon and Weaver
32. Explain the key features of information society.
33. Explain the Media Audience theory
34. Differentiate selective exposure and selective perception
35. What are the ways to overcome communication barriers?
36. What is intercultural communication and mention its relevance
37. Discuss the advantages and disadvantages of print media.

(5x6=30)

Section D

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

38. Technological advancements have transformed the way people communicate. Discuss the impact of technology on media.
39. Elucidate the growth and development of Radio broadcasting in India
40. Discuss how news media use framing to shape of public opinion and decision making based on examples from contemporary media.
41. Describe the Digital Printing Technology and its advantages compared to traditional printing method

(10x2=20)