

**QP
CODE:
S9032**

Enrollment number :

Name :

**BA DEGREE EXAMINATION,AUGUST 2023
Second Semester
B21JL01AN - Introduction to Mass Communication
2022 ADMISSIONS**

**Time: 3
Hours**

Max Marks: 70

Section A

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

1. Who is a sender?
2. Among persuasion and propaganda, which has a positive connotation of fairness and openness?
3. What was the first private television channel to start its operations in India?
4. Write a positive impact of media globalization on society?
5. Which type of propaganda involves spreading lies or false information?
6. Write any two functions of Mass Communication?
7. Which international social media has been banned in India for risking the privacy and security of its users?
8. According to Aristotle, what are the three main rhetorical appeals in persuasion?
9. Write an example of any electronic medium?
10. Which paradigm argues that developing countries are structurally dependent on developed countries?
11. Which concept of Mahatma Gandhi emphasized the importance of decentralization, self-sufficiency, and self-governance?
12. Write any two primary functions of mass media in society?
13. What is the primary objective of advertising?
14. Mention any two types of public relations
15. What is language barrier?

(1x10=10)

Section B

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

16. What is a transistor radio?
17. What is collaborative problem-solving in mediation?
18. How can editorial policies influence the audience's perceptions?

19. Write any four ways to overcome communication barriers.
20. What is FM and AM?
21. Write any four merits of non-verbal communication
22. Define feedback
23. What is intercultural communication?
24. What are the disadvantages of Public Sphere?
25. Write a definition of Mass Communication

(2x5=10)

Section C

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

26. Write a note on Intra personal and Interpersonal communication?
27. Define Westley and MacLean Model of Communication
28. Write the negative impacts of mass media?
29. Which are the different types of print media?
30. What are the advantages of radio broadcasting? Mention any three types of radios.
31. What is the montage theory?
32. What is digital cinema? Mention any two characteristics?
33. Advantages of internet mediated Communication
34. What is advertising? Write any two features of advertising?
35. Give a definition for Public Relations.
36. What is Folk Media? Give two characteristics.
37. What are the essential roles of language in communication?

(5x6=30)

Section D

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

38. Define Communication. Evaluate its process and various elements.
39. Explain the importance of communication models with Westley and Mac Lean communication model
40. Define the normative theories of press.
41. What are the roles of mass communication in a networked society?

(10x2=20)