



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

First Semester Career Related B.A. Degree Examination, November 2015

First Degree Programme under CBCSS

Core Course – I: Journalism Mass Communication & Video Production

AUJC141: Introduction to Mass Communication

(for 2015 Admissions Only)

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL the following, each in about one / two words or in one / two sentences.

1. The science of meaning is known as _____.
2. Jargon word for informal communication is _____.
3. An interview is a type of _____ communication
4. Who invented TV ?
5. Select TV channels of their own choice is _____.
6. The Mathematical model of communication was put forward by _____.
7. The expansion of BBC is _____.
8. Who wrote the poem *Akashavani*.
9. The FDI in an Indian newspaper or magazine can be upto _____.
10. The largest news agency in India is _____.

(10 × 1 = 10 Marks)

SECTION – B

Answer any EIGHT questions, each in a paragraph not less than 60 words.

11. Mechanical Barrier.
12. Group Communication.
13. Kinesics.

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14. Gatekeeper.
15. Multimediality.
16. Encoding.
17. Interactive communication.
18. Mass media.
19. Feedback.
20. Media Conglomeration.
21. Blogging.
22. Folk media.

(8 × 2 = 16 Marks)

SECTION – C

*Short essay type : Answer any **SIX** questions, each not less than 120 words.*

23. Explain 7 c's of communication.
24. Explain the impact of private FM.
25. Explain the functions of communication.
26. Discuss how much intrapersonal base of communication helps society in attitudinal changes.
27. Differentiate physical barrier and psychological barrier in communication.
28. What is demassification ?
29. Briefly explain the Harold – D – Lasswell's model.
30. Explain the evolution of human communication.
31. Explain the social significance of Newcomb's model.

(6 × 4 = 24 Marks)

SECTION – D

*Long essay type : Answer any **TWO** questions, each not less than 300 words.*

32. Explain the verbal and non – verbal communication with suitable examples.
33. Detail the components of SMCR model.
34. Explain communication process and establish the inter – relatedness between and among the various elements of communication.
35. What is meant by social media ? How do they influence modern political life ?

(2 × 15 = 30 Marks)

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