



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

First Semester Career Related B.A. Degree Examination, November 2016

First Degree Programme under CBCSS

Core Course – I: (Journalism, Mass Communication & Video Production)

AUJC141: Introduction to Mass Communication

(Common for *Regular* – 2016 Admn. and *Improvement* – 2015 Admn.)

Time: 3 Hours

Max. Marks: 80

SECTION – A

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

1. Who started National Herald in 1938 ?
2. _____ is known as the knowledge of the result in a communication process.
3. Who formulated the Mathematical model of communication in 1948 ?
4. The word communication originated from _____ which means to make things common ?
5. Who first called press as the *fourth estate* of democracy ?
6. The first radio transmission was stated from _____ in USA.
7. Mirat-ul-akbar is associated with whom ?
8. Who wrote the famous column ‘over a cup of tea’
9. Indian journalist who was in MacBride commission _____ ?
10. Doordarsan began its operations in the year _____ ?

(10 × 1 = 10 Marks)

SECTION – B

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

11. Agenda setting
12. Noise
13. Psychological barriers in communication
14. Printed book as the first mass medium

1636

15. Small group communication
16. Interpersonal face – to face communication
17. Serampore missionaries
18. Prasar Bharathi
19. James Silk Buckingham
20. Times of India
21. SMCR model of communication
22. New media and social networking sites

(8 × 2 = 16 Marks)

SECTION – C

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

23. Compare and contrast communication models of Schramm and Dance.
24. Evaluate the contributions of Raja Ram Mohan Roy as a journalist.
25. Write a note on the barriers of communication.
26. Prepare a note on the importance and functions of communication.
27. Compare the journalistic styles of James Augustus Hickey and James silk Buckingham.
28. “My Sole aim of journalism is service” This is Gandhiji’s motto of journalism. Do you agree ? Explain.
29. What do you mean by 7Cs of communication ? Explain.
30. What is the role of radio in India as a development communicator ?
31. Explain Shannon & Weaver model of communication.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Define communication and explain different types of communication.
33. How press in India acted as a promoter of Indian freedom struggle ?
34. Explain the history & development of Doordarsan as an important television channel in India.
35. How do modern communication technology transformed the media scene (hints: D.T.P, satellites, D.T.H, New media etc)

(2 × 15 = 30 Marks)

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