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Name.....

Reg. No.....

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

Mass Communication and Journalism

JOU 1B 01—FUNDAMENTALS OF MASS COMMUNICATION

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer atleast ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall ceiling 30.*

1. Media conglomeration.
2. Cool media.
3. New media.
4. Proximics.
5. Feedback.
6. Satyajith Ray.
7. Informal communication.
8. Noise.
9. Aristotle.
10. Yuvavani.
11. Citizen journalism.
12. MP3.
13. Satellite communication.
14. Fourth Estate.
15. Song and Drama division.

(10 × 3 = 30 marks)

Turn over

Section B

*Answer atleast **five** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall ceiling 30.

16. What is the mass media expected to do in order to function as the “watchdog of democracy” ?
17. What are the challenges of print media in the digital era.
18. Why does call radio as a mass medium ?
19. What are the various functions of mass media ?
20. How is our culture affected by means of Mass Media ?
21. Explain briefly the different types of communication.
22. Explain Lasswell's and Shannon and weaver's communication models.
23. What is meant by Mass Communication ? What are its positive and negative impacts on society ?

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.*

Each question carries 10 marks.

24. What is communication models. Elucidate its role in communication studies.
25. “The influence of mass media in our country is big on shaping our general opinion”. Comment.
26. Explain the scope and challenges of digitalization in India.
27. Analyse the importance of new online media and education on these media in the modern economy.

(2 × 10 = 20 marks)