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FIRST SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2022
(Regular/Improvement/Supplementary)
MASS COMMUNICATION & JOURNALISM
GBCJ1B01T: FUNDAMENTALS OF MASS COMMUNICATION

Time: 2 ½ Hours

Maximum Marks: 80

SECTION A: Answer the following questions. Each carries 2 marks.

(Ceiling 25 Marks)

1. Hieroglyphs.
2. Unfocused interaction.
3. Surveillance.
4. Transient.
5. Passive audience.
6. Confer status.
7. Communicative behavior.
8. What is 'noise' in communication?
9. Aristotle's Model.
10. Entropy.
11. Broadcast.
12. Digital divide.
13. E-zines.
14. GauryLankesh.
15. Information revolution

SECTION B: Answer the following questions. Each carries 5 marks.

(Ceiling 35 Marks)

16. Discuss the characteristics of group communication.
17. Substantiate how mass communication persuade people's opinion and attitudes.
18. Enlist the elements of mass communication
19. What are the dysfunctions of mass communication?
20. Describe the nature and process of intra- personal communication.
21. What are the elements of communication?
22. Briefly explain Perceptual Dimension.
23. What do you mean by media imperialism? Explain.

SECTION C: Answer any 2 questions. Each carries 10 marks.

24. "When we communicate, we try to establish commonness with someone." What does commonness signify? Explain the communication process in the light of the above statement.
25. Write your observation on role of newspapers in forming public opinion among people.
26. What is communication model? Briefly explain different models of communications.
27. What do you mean by 'mass media'? List out some important mass media and discuss their importance in today's world.

(2 x 10 = 20 Marks)