

FIRST SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2023

(Regular/Improvement/Supplementary)

JOURNALISM & MASS COMMUNICATION

GBCJ1B01T: FUNDAMENTALS OF MASS COMMUNICATION

Time: 2 ½ Hours

Maximum Marks: 80

SECTION A: Answer the following questions. Each carries *two* marks.

(Ceiling 25 Marks)

Write short notes on:

1. Digital India.
2. Johann Guttenberg.
3. Berlo's model of communication.
4. Decoding.
5. Digital divide.
6. Nonverbal communication.
7. Rupert Murdoch.
8. Infotainment.
9. Entropy.
10. E-Newspaper.
11. Mechanical/Channel noise.
12. Helical model.
13. Correlation.
14. Young India.
15. Mass-line communication.

SECTION B: Answer the following questions. Each carries *five* marks.

(Ceiling 35 Marks)

16. What is feedback? Does feedback help make the communication process successful? Discuss with example.
17. Explain in detail the difference in Group Communication and Mass Communication.
18. Write down any five objectives of Mass Communication.
19. Briefly describe the future of Newspaper as a Mass Communication medium.
20. Give a note on various aspects of Mass Communication.
21. What are the characteristics of Aristotle's model of communication?
22. List out the merits of circular model of communication.
23. Write a brief history of print medium in India.

SECTION C: Answer any *two* questions. Each carries *ten* marks.

24. How new technology such as internet help the news paper and other conventional media? Explain.
25. Explain the functions and dysfunctions of Mass Communication.
26. Examine the role of communication models in framing a communication strategy.
27. What is information society? Explain.

(2 x 10 = 20 Marks)