

FIRST SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2024

(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. Non-verbal communication.
2. Rupert Murdoch.
3. Global village.
4. Correlation.
5. Frank Dance.
6. Signal.
7. Conventional mass media.
8. Fobs.
9. Interactive communication.
10. Persuasion.
11. Dynamic nature.
12. Narcotizing.
13. Reinforce.
14. Extra personal Communication.
15. Yellow journalism.

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

(Ceiling 35 marks)

16. What is meant by formal and informal controls in mass communication?
17. How do you evaluate the scope of digitalization in India?
18. Differentiate between mechanical and semantic noise.
19. Write a brief note on future of radio.
20. Illustrate Shannon and weavers mathematical model of communication.
21. Write a note on the significance of SMCR model of Berlo's model of communication.
22. Write any five functions of mass Communication.
23. What is mediated communication?

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

24. Enumerate and discuss the concept of mass and mass communication.
25. Explain the purpose of communication model. Discuss its importance in communication.
26. What is interpersonal communication? Explain the three stages of interpersonal communication.
27. Prepare an essay on 'The future challenges of Print Media Journalism India'.

(2 x 10 = 20 Marks)