

**SECOND SEMESTER B.A. DEGREE EXAMINATION, APRIL 2023**

**(Supplementary – 2018 Admission)**

**MASS COMMUNICATION**

**ABCJ2B02T: FUNDAMENTALS OF MASS COMMUNICATION**

**Time: 3 Hours**

**Maximum Marks: 80**

**PART A: Answer any *five* questions not exceeding 50 words. Each carries *three* marks.**

**Write notes on**

1. Haptics
2. Source
3. Phatic Communication
4. Semantic
5. Blog
6. Community Radio
7. Mass Culture

**(5 x 3 = 15 Marks)**

**PART B: Answer any *seven* questions not exceeding 100 words. Each carries *five* marks**

8. Explain the significance of the elements in Aristotle's model of communication.
9. What is noise? Explain the different types of noise.
10. Compare and contrast the models of Berlo and Shannon & Weaver.
11. What are the characteristics of media?
12. What is feedback? What are the different types of feedback?
13. Elaborate the advantages of broadcast over print media.
14. Explain the recent trends in newmedia in India.
15. What do you mean by models? Why do we need models and theories in communication?
16. Explain the characteristics of newmedia.

**(7 x 5 = 35 Marks)**

**PART C: Answer any *two* questions not exceeding 400 words. Each carries *fifteen* marks.**

17. Elaborate with examples various types of communication.
18. Explain in detail the functions and dysfunctions of mass media
19. Trace the evolution of mass communication in India till the advent of social media.
20. "One who has control over the media, controls the mind." Elucidate.

**(2 x 15 = 30 Marks)**