

D2BMC1801 (S5)

47(A)

Reg. No.....

Name:

SECOND SEMESTER B.A. DEGREE EXAMINATION, APRIL 2024

(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. Communication.
2. Proxemics.
3. ARPANET.
4. Vlog.
5. Feedback.
6. Encoder.
7. Grapevine.

(5 x 3 = 15 Marks)

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

8. Explain in detail Lasswell's model of communication.
9. What are the different types of noise? Explain.
10. Briefly explain the advantages and disadvantages of new media.
11. 'Augmented Reality has changed the media scenario globally, altering the user's perception'.
Explain.
12. Explain Aristotle's Rhetoric model of communication.
13. What is delayed feedback? How does it affect the efficacy of communication?
14. What is the significance of Shannon and Weaver's model of communication?
15. Explain the functions of media.
16. Do you think media has a role in sustaining the democracy of a nation? Explain its status in the governance with special reference to the Indian media scenario.

(7 x 5 = 35 Marks)

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

17. Explain the various types of mass media.
18. Trace the evolution of mass communication.
19. Elaborate the characteristics of mass media with examples.
20. "Societies have always been shaped more by the nature of the media by which people communicate than by the content of the communication." Elucidate.

(2 x 15 = 30 Marks)