

Reg. No. :

Name :

First Semester B.A. Degree Examination, January 2024

Career Related First Degree Programme under CBCSS

Group 2 (a) : Malayalam and Mass Communication

Vocational Course I

MX 1171 : INTRODUCTION TO MASS COMMUNICATION

(2014 – 2020 Admission)

Time : 3 Hours

Max. Marks : 80

I. Answer the following in **one** or **two** words or in **one** or **two** sentences.

1. Opinion Leader.
2. Feedback.
3. Encode.
4. Reinforcement.
5. Icon.
6. Channel.
7. Reflex effect.
8. Perception.
9. Filtration.
10. Aristotle.

(10 × 1 = 10 Marks)

P.T.O.

II. Write short answer to **eight** questions.

11. Semantic Noise.
12. Kinesics.
13. Light Viewer.
14. Narcosis effect.
15. Model.
16. Metaphor.
17. Retention.
18. Filtration.
19. Receiver.
20. Diffusion.
21. Cool media.
22. Two step flow.

(8 × 2 = 16 Marks)

III. Give short essay type answers to any **six** questions.

23. What do you mean by interactive media?
24. What are the different forms of communication?
25. Brief the history of radio broadcasting in India.
26. Write about 'audience as market'.
27. Explain Aristotle's model of communication.

28. Write on the characteristics of new media.

29. Explain the term Media Paradigm.
30. What do you mean by media convergence?
31. Define popular culture.

(6 × 4 = 24 Marks)

IV. Write answers to any **two** questions.

32. Critically examine the future broadcasting in India.
33. 'Communication is an integral part of human civilization and culture'. Comment.
34. Enumerate on the impact of social media in our daily lives.
35. Globalization has transformed the mass media content'. Amplify with suitable examples.

(2 × 15 = 30 Marks)

St. Xavier's College