

Reg. No. :

Name :

First Semester B.A. Degree Examination, October 2023

First Degree Programme under CBCSS

Double Main Programme

Economics and Media Studies / English and Media Studies

Core Course I

ECM 1141 / ENM 1141 : FUNDAMENTALS OF MASS COMMUNICATION

(2020 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

- I. Answer **all** questions in **one** word or maximum **two** sentences.
1. The act of understanding or comprehending a message is referred to as _____.
2. Communication through facial expressions and body movements are termed as _____.
3. _____ communication is face to face communication between two persons or more in close physical proximity.
4. _____ is a practice in media is to make believe unfairly that all people or things with a particular characteristic are the same.
5. The inter-changeable roles endoer-interpreter-decoder was mentioned in _____ model.
6. Subjective stress is an example of _____ barrier.
7. Name the book published by Mc Bride Commission.
8. Name the FM radio channel of Mathrubhumi group.

P.T.O.



9. _____ is a regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style.
10. _____ is a French international news agency headquartered in Paris.

(10 × 1 = 10 Marks)

II. Answer any **eight** questions from the following in a paragraph. (Short Answers)

11. News aggregator
12. Newcomb's Model of Communication
13. Rhetoric
14. Marshal Mc Luhan
15. Press Trust of India
16. Instagram
17. Behaviour targeting
18. Web 3.0
19. News Corp
20. Asianet News
21. Hypertext
22. Documentary

(8 × 2 = 16 Marks)

III. Answer any **six** questions from the following in not less than 120 words. (Short Essays)

23. Discuss the different types of communication.
24. What is mass communication? Explain its characteristics.
25. Discuss any one linear model and a circular model of communication.
26. Compare the characteristics of broadcast media and online media.
27. Discuss about the development of radio in India.



28. Explain the characteristic features of online media.
29. Explain the principles of communication.
30. Discuss in detail about the functioning of Press Council of India.
31. List out barriers in the communication process.

(6 × 4 = 24 Marks)

IV. Answer any **two** questions from the following.

32. Discuss in detail the role of media in community empowerment
33. Discuss about the trends in print media industry
34. Examine in detail how the audience for news media has changed.
35. "Information and news are increasingly filtered by business houses rather than editors and reporters." Discuss the statement in detail.

(2 × 15 = 30 Marks)



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