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M – 4360

Reg. No. :

Name :

First Semester B.A. Degree Examination, February 2022

First Degree Programme under CBCSS

(Double Main Programme)

Common for Economics and Media Studies / English and Media Studies

Core Course I

ENM/ECM 1141: FUNDAMENTALS OF MASS COMMUNICATION

(2020 Admission)

Time : 3 Hours

Max. Marks : 80

- I. Answer all the following questions from 1 to 10 in one word or maximum two sentences.
1. The telephonic model of communication is also known as _____.
 2. Aristotle is associated with _____ model.
 3. _____ is non verbal communication conducted through the use of gestures, facial expressions and body language.
 4. Who wrote the book "The Media of Mass Communication"?
 5. _____ constitutes the first stage in W W Rostow's 'Stages of Development'.
 6. Marshal McLuhan denotes _____ as the Tribal Drum.
 7. The five sensory channels play a crucial role in _____ Model.

P.T.O.



What is convergence?

Transcendental Meditation is an example of _____ Communication.

3. Who invented the printing press?

(10 × 1 = 10 Marks)

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

11. Lasswell and Schramm Models
12. Conciseness and Completeness
13. All India Radio
14. Feedback
15. Hypodermic Needle Theory and Magic Bullet Theory
16. Intrapersonal Communication
17. Haptics
18. Decoding
19. Development Communication
20. Interactivity
21. Citizen Journalism
22. Audit Bureau of Circulations
23. Types of Blogs
24. Street Theatre
25. Characteristic Features of Mass Communication
26. SITE

(8 × 2 = 16 Marks)



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

27. What are the advantages of Print Media over Radio and Television?
28. Briefly explain the evolution of Internet.
29. Examine the relevance of community radio in India.
30. Discuss the prospects of Film as a medium of Mass Communication.
31. Trace the growth of Digital Media in India.
32. Analyse the various Elements/Universals of Communication.
33. Explain the different types of Communication?
34. Evaluate the prospects of technology in Mass Communication
35. Examine the impact of Noise in Communication.
36. Elucidate the role of Community Media in enhancing local empowerment.
37. The sickly sentimental soap operas contaminate the channelscape of Kerala. Discuss.
38. Elaborate on the various dimensions of Non-verbal Communication.

(6 × 4 = 24 Marks)

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

39. Trace the evolution of broadcasting in India.
40. Models are visualizations of the Communication process. Explain with the help of examples.
41. Delineate the characteristic features of New Media.



42. Convergence and Fourth Estate : Challenges and Possibilities.
43. Discuss briefly the various media institutions in our country.
44. Communication technologies have brought forth the 'global village' revolution. Discuss.

(2 × 15 = 30 Marks)

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