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S – 5860

Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, November 2023

First Degree Programme under CBCSS

Double Main Programme

English and Media Studies

Core Course

**ENM 1441 : THEORIES AND RESEARCH METHODS OF MASS
COMMUNICATION**

(2020 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – I

Answer all the **ten** questions, each in **1** or **2** sentences.

1. Two step flow model
2. Persuasion
3. Passive audience
4. Haptics
5. Phatic Communication
6. Applied Research
7. Concept

P.T.O.



8. Indicator
9. Digital Divide
10. Research.

(10 × 1 = 10 Marks)

SECTION – II

Write short notes, each not exceeding **60** words, on **any eight** of the following :

11. Briefly explain Aristotle's model of Communication.
12. What is Gatekeeping?
13. Explain Propaganda.
14. Explain the concept of Media literacy.
15. Briefly explain Spiral of Silence theory.
16. What is Shannon and Weaver's model of communication?
17. What is Epistemology?
18. Explain briefly null hypothesis.
19. What do you mean by signifier and signified?
20. Briefly explain Case study as a research method.
21. What is stimulus response theory?
22. What is exploratory research?

(8 × 2 = 16 Marks)



SECTION – III

Write short essays, each not exceeding **120** words, on **any six** of the following :

23. Explain Diffusion of innovations theory.
24. What is Content Analysis? Explain.
25. What are the steps to be adopted while constructing a questionnaire for a survey?
26. Briefly describe Albert Bandura's Bobo doll experiment.
27. Explain technological perspectives of communication.
28. What are the advantages of interview method?
29. Explain quantitative methodology in research.
30. What is Semiotics? How is it used in communication studies?
31. What is Research Design? Explain.

(6 × 4 = 24 Marks)

SECTION – IV

Write essays, each not exceeding **500** words, on **any two** of the following:

32. Explain different types of communication.
33. Media decides what to be informed to the public. Do you agree? Submit your arguments with the help of a theory.
34. Media is used as a tool to transmit culture and tradition to the next generation. The generalisation of a dominant culture happens through this process. Do you agree? Why?
35. Explain the various sampling methods, with suitable examples.

(2 × 15 = 30 Marks)



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