

Reg. No. :

Name :

First Semester B.A. Degree Examination, November 2022

First Degree Programme under CBCSS

Double Main Programme

Economics and media studies/ English and Media Studies

Core Course- I

ECM/ ENM 1141-FUNDAMENTALS OF MASS COMMUNICATION

(2020 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions in **two** or **three** words.

1. Interpersonal communication

2. Wilbur Schramm termed mass media as _____ .

3. Cultural transmission is one of the functions of _____

4. Regular Periodicity is a characteristic feature of _____

5. Large audience is a feature of mass communication. Say True or False?

6. Email is part of traditional media. Say True or False?

7. A folk art form like Kolkali or Ottan Thullal is a part of mass media. Say True or False?

8. Communis.

P.T.O.



9. Who invented television?

10. Isolating a person by banning all connections with his community is called _____

(10 × 1 = 10 Marks)

II Answer any **eight** of the following questions in **one** or **two** sentences.

11. What's new media?

12. List out any four functions of mass media?

13. Instagram

14. Elon Musk

15. The cue

16. Harold Lasswell's definition of communication?

17. Interpersonal communication

18. Linear model of Communication

19. Give two examples of communication among animals?

20. Who invented telephone? What was the first conversation?

21. Channel Noise

22. Nonverbal Communication

23. Doordarshan

24. ISBS

25. Feedback

26. Asianet

(8 × 2 = 16 Marks)



III. Answer short essays, not exceeding **150** words, on any **six** of the following.

27. What are the elements and characteristics of interpersonal communication?
28. Describe the second wave of communication in modern era (or age of signals)?
29. What is noise in communication? What are different types of noises?
30. Briefly explain the term Kinesics?
31. Explain Shanon and Weaver's model of communication with a flow chart?
32. What is Ham Radio? Explain
33. Briefly explain the experiments that led to the birth of television? Who were the key persons behind the invention?
34. What is noise In communication? What are different types of noises?
35. Define the characteristics of a newspaper?
36. What is the relation between communication and Bee Dance.
37. Proxemics.
38. Today, Social Media is a major vehicle for carrying news to the masses. Explain?

(6 × 4 = 24 Marks)

IV. Write long essays, not exceeding **500** words, on any **two** of the following.

39. Explain Wilbur Schramm's model of communication?
40. What are the major functions of Mass media? Explain with examples?
41. Based on various models of communication, discuss about the inevitable elements of communication?



42. compare George Gerbner's model of communication with Theodore Newcomb's model of communication?
43. Critically evaluate the content and style of presentation of news in a major national or regional news channel aired in Kerala?
44. Citizen Journalists are the real journalists these days. Advent of digital media revolution has aided the growth of their tribe. Discuss?

(2 × 15 = 30 Marks)

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