

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

(2021 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions, each in **one** or **two** sentences.

1. Circular model of communication
2. Intrapersonal communication
3. Aristotle
4. SMCR model
5. Social media
6. Communication process
7. Gate keeping
8. Post-truth
9. Fake news
10. Decoder

(10 × 1 = 10 Marks)

P.T.O.

II. Write short notes not exceeding **60** words, on any **eight** of the following.

11. Westley and Mac Lean model of communication.
12. Artificial intelligence
13. Charles osgood
14. Group communication
15. Augmented reality
16. Elements of communication
17. Twitter
18. Encoding
19. Lionel Fielden
20. Netflix
21. Information overload
22. Defamation

(8 × 2 = 16 Marks)

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

23. Describe the dysfunctions of mass communication.
24. What is verbal communication? Explain in detail.
25. Discuss the scope of new media.
26. Explain the recent developments in digital communication technologies.
27. What are the functions of mass communication?
28. Explain the scope of print media in present Indian Scenario.

29. Define oral communication. Prove its significance.

30. Explain the potentials of social media in a pandemic situation.

31. Explain the important functions of communication models.

(6 × 4 = 24 Marks)

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

32. Explain the different types of communication with suitable examples.

33. Discuss about the different types of mass media and its characteristics.

34. Discuss in detail any three communication models.

35. Critically analyse the content and presentation of news in print and broadcast media.

(2 × 15 = 30 Marks)