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**D – 5115**

Reg. No. : .....

Name : .....

**First Semester B.A. Degree Examination, February 2018  
(Career Related First Degree Programme under CBCSS)  
Group 2(a) : MALAYALAM AND MASS COMMUNICATION**

**Vocational Course – I**

**MX 1171 : Introduction to Mass Communication  
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer the following in **one or two** words or in **one or two** sentences :

- 1) Mass media
- 2) Shannon and Weaver
- 3) Hickey's Gazette
- 4) Mass Audience
- 5) Global village
- 6) Communication
- 7) Soap Opera
- 8) New media
- 9) Intrapersonal communication
- 10) Community radio.

(10×1=10 Marks)

II. Write short answer to **any eight** questions :

- 11) Electronic media
- 12) Prasar Bharati
- 13) Narrow casting
- 14) Mann ki baat



- 15) Yellow journalism
- 16) Microblogging
- 17) Message
- 18) Decoding
- 19) Soft News
- 20) Internet radio
- 21) Photo essay
- 22) DRM.

(8x2=16 Marks)

III. Give short essay type answer to **any six** questions :

- 23) What are the different types of mass media ?
- 24) Explain different types of noise.
- 25) Differentiate between cognitive and behavioral effects of communication.
- 26) What is the difference between AM and FM radios ?
- 27) Define Vlog and describe its significance.
- 28) What is gate keeping ?
- 29) What is on-line media ?
- 30) Dance's Helical model of communication.
- 31) SMCR model of communication.

(6x4=24 Marks)

IV. Write answers to **any two** questions :

- 32) Silence is a powerful form of communication. Explain.
- 33) Explain the characteristics of newspapers.
- 34) Describe the scope and challenges of social media networks.
- 35) Discuss with appropriate examples, how new media has changed the way we communicate.

(2x15=30 Marks)