

TM211850TR

Reg. No :

Name :

M. A. DEGREE (C.S.S.) EXAMINATION, NOVEMBER 2021
[2021 Admissions Regular and 2020 Admissions Improvement & Supplementary]
SEMESTER I - CORE COURSE (JOURNALISM AND MASS COMMUNICATION)
CE1C01TM - INTRODUCTION TO COMMUNICATION

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight

(8x1=8)

1. Communication is a two-way process. Explain.
2. Define communication with illustration.
3. Write a short note on gatekeeping.
4. List out the elements of communication.
5. Make a note on Ramleela.
6. Define Folk Media.
7. Folk-art is dying. Explain.
8. Define democratic participant.
9. Describe semantic and mechanical noise.
10. Facebook is a powerful tool for communication. Discuss.

Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. Explain how mass communication is helpful in the development of our society.
12. Differentiate eastern and western concepts of communication.
13. Examine mass media as an important platform for advertisements.
14. Illustrate Riley and Riley's model of communication.
15. Explain the role of social media in business.
16. Elucidate the concepts of mechanical and electrical age.
17. Write a note on Tik-Tok.
18. Mass media has its own merits and demerits. Analyse.

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. Trace the early forms of communication and analyse its growth.
20. Explain the concept of gatekeeping along with its history and its features.
21. Whoever controls the media controls the mind. Explain the statement.
22. Mass media revolutionised the way we look at the world. Explain.