

MASTER'S DEGREE (C.S.S) EXAMINATION, NOVEMBER 2024
2024 ADMISSIONS REGULAR
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. Define communication with illustration.
2. Write a short note on the dynamic nature of the communication process.
3. Define feedback and role of feedback in a successful communication.
4. Write a short note on encoding and decoding.
5. Make a note on Ramleela.
6. List the three functions of Laswell's model of communication.
7. 'Medium is the message' - Comment.
8. Make a note on Snapchat.
9. Explain briefly about media audiences and state their importance.
10. Elucidate grapevine communication.

Part B**II. Answer any Six questions. Each question carries 2 weight****(6x2=12)**

11. List the three distinct models of communication and briefly describe them.
12. Describe the Sadharanikaran model of communication.
13. Write about barriers of communication and different types of barriers.
14. Make a note of criticisms of Shannon and Weaver's model of communication.
15. Explain the role of social media in business.
16. Explain Authoritarian theory.
17. Over one-fifth of an individual's online time is spent on social media. Comment.
18. Internet is a medium of information exchange. Comment.

Part C**III. Answer any Two questions. Each question carries 5 weight****(2x5=10)**

19. Explain in detail about the 7 Cs of effective communication.
20. Explain the concept of gatekeeping along with its history and its features.
21. Elucidate Berlo's model of communication with the diagram and example.
22. Explain the advantages and disadvantages of social media with suitable case studies.