



QP CODE: 18103800



Reg No : .....

Name : .....

**B A DEGREE (CBCS) EXAMINATION, DECEMBER 2018**

**First Semester**

B.A Mass Communication and Journalism Model I

**Complementary Course - MC1CMT05 - FOUNDATIONS OF MASS MEDIA**

2018 Admission only

384A09A9

**Maximum Marks: 80**

**Time: 3 Hours**

**Part A**

Answer any **ten** questions.

Each question carries **2** marks.

1. Explain the personal stage in interpersonal communication
2. Define the term kinesics
3. Explain the term 'global village'
4. Define the term 'media mogul'
5. Recognise the personality 'Julian Assange'
6. Define digital divide
7. Define the concept of 'models' in communication
8. Define grapevine communication
9. Define selective retention
10. Define people meter
11. Define 'information rich' in digital divide
12. Define folk culture

(10×2=20)

**Part B**

Answer any **six** questions.

Each question carries **5** marks.

13. Discuss the role of technology in communication
14. Name any four eminent National newspapers in India
15. Describe the advantages of film over other entertainment media





16. List any four FM radio channels operating in India
17. Describe the importance of audience measurement
18. Make a brief note on Pulitzer Prize
19. Describe the effects of TV programs in youth
20. Make a note on the Libertarian theory
21. Discuss the impact of using silence in communication

(6×5=30)

### **Part C**

Answer any **two** questions.

Each question carries **15** marks.

22. Describe the impact of cross media ownership in news gathering
23. List the technological updations in media industry especially new media
24. Discuss the role of media in fastening democracy
25. Describe the relevance of cultivation theory in the context of growing TV networks

(2×15=30)

