

QP CODE: 18103799



Reg No :

Name :

B A DEGREE (CBCS) EXAMINATION, DECEMBER 2018

First Semester

B.A Mass Communication and Journalism Model I

Core Course - MC1CRT04 - METHODOLOGIES AND PERSPECTIVES OF MEDIA STUDIES

2018 Admission only

32993C80

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any **ten** questions.

Each question carries **2** marks.

1. Explain the term Interaction
2. Define Magic bullet theory
3. Define Source
4. Define Two step flow of communication
5. Explain secondary source
6. Describe Media strategy
7. Define Symbols
8. Define SMCR model of communication
9. Explain RTI
10. Explain Paralanguage
11. Define Digital Device
12. Define ideology

(10×2=20)

Part B

Answer any **six** questions.

Each question carries **5** marks.

13. Assess the statement "Internet enables the Audience to be active users".
14. Explain the disadvantages of non verbal communication





15. Explain the audience industry relations
16. Inspect the impact of surveillance through new media technology?
17. Evaluate the ultimate goal of semiotics
18. Define Visual Language
19. Analyse why certain images, signs, and colors gives certain messages to people?
20. Critically evaluate the role of soap operas in the behavioural pattern of women
21. Evaluate the concept of fourth estate

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Explain the characteristics of Radio
23. Explain the different types of sampling methods
24. Critically evaluate the need for bringing change in the preconcieved concept towards women in India?
How media can contribute into it?
25. Arrival of new media resulted in media revolution, examine the negetive sides of this revolution

(2×15=30)

