

QP CODE: 19101199



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

2017 Admission (Reappearance)

4614CB90

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any **ten** questions.

Each question carries **2** marks.

1. Explain the term aware public.
2. Define Interpersonnel communication.
3. Define Kinesics.
4. Define Intra personnel communication.
5. Describe Reliability.
6. Describe Censor Board.
7. Explain Decoding.
8. Define the term Mass audience.
9. Describe the mean world theory.
10. Describe Frame of reference.
11. Film genres.
12. Define the term moral panic.

(10×2=20)

Part B

Answer any **six** questions.

Each question carries **5** marks.

13. Define the term mass media.
14. Evaluate the term "medium is the message".
15. Define soviet communist theory.
16. Define research problem.





17. Explain the power of semiotics for Branding.
18. Examine the benefits of logo.
19. Analyse why certain images, signs, and colors gives certain messages to people?
20. Examine the level of gender inequality in the media profession.
21. Describe the socialisation effects of the media.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Explain the normative media theories.
23. Examine the different types of researches.
24. Explain the positive and negative effect of media.
25. Critically evaluate the way in which women are represented in media and the way feminism is constructed in media.

(2×15=30)

