B A DEGREE (CBCS)EXAMINATION, NOVEMBER 2019

First Semester

B.A Mass Communication and Journalism Model I

Core Course - MC1CRT04 - METHODOLOGIES AND PERSPECTIVES OF MEDIA STUDIES

2017 Admission Onwards

F74C1C9A

Time: 3 Hours   Maximum Marks :80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define Campaign

2. Describe Egalitarianism

3. Descibe the term Interpretation

4. Define Noise

5. Describe the term Effects

6. Define Independent variable

7. Explain Icons

8. Recognise the Personality Keith Rupert Murdoch

9. Describe the mean world theory

10. Explain Meta communication

11. Define is internet

12. Define CGI

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain different types of communication methods

14. Explain the role of media in disseminating Information

15. Define agenda setting theory

16. Compare the merits and demerits of sampling method

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. Inspect the role of media in women empowerment

21. Explain your views on TV as a cultural form

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. "Television gives a drug like effect"analyse the statement

23. Prepare a questionare model for conducting a research focusing on the topic " an enquiry on the increasing road accidents"

24. Critically evaluate the need for bringing change in the preconcieved concept towards women in India? How media can contribute into it?

25. Explain the role of new media as a tool for democratization of indian soceity

(2×15=30)