

Reg. No.....

Name.....

**M. A. DEGREE END SEMESTER EXAMINATION NOVEMBER 2017****SEMESTER 1: COMMUNICATION AND JOURNALISM & CTV****COURSE: 15P1MCJT01, 15P1CTVT01 – INTRODUCTION TO COMMUNICATION**

(Common for Regular 2017 Admission &amp; Supplementary 2016 &amp; 2015 Admissions)

Time: Two Hours

Max. Marks: 50

**SECTION I**

Write notes on any Five of the following in 50 words. (2marks each)

1. Traditional Media.
2. Demassification.
3. Cultural imperialism.
4. Aristotle's mode of Communication.
5. Message.
6. Coherence.
7. Noise.
8. Cool media.

(2 x 5 = 10)

**SECTION II**

Answer any Four of the following in not less than 100 words. (5 marks each)

9. Elucidate the sociological concerns of Communication.
10. Enumerate the different types of Media effects.
11. Describe film as the strongest form of Mass Communication.
12. Explain the David Berlo's model of Communication.
13. Observe the function of Opinion Leaders.
14. Explain the role of media in a Glocalised scenario.
15. How does the New Media function?

(4 x 5 = 20)

**SECTION III**

Answer any two of the following in not less than 250 words. (10 marks each)

16. Critically comment on the changes in value system on par with the growth of New Communication Technology.
17. Differentiate between Traditional Media and Modern Media Approaches.
18. How does the New Media structure function in a postmodern scenario?

(10 x 2 = 20)