

Reg. No

Name

18P111

M. A. DEGREE END SEMESTER EXAMINATION - NOVEMBER 2018

SEMESTER 1 : CINEMA & TELEVISION / MCJ

COURSE : 15P1CTVT01 / 15P1MCJT01 : INTRODUCTION TO COMMUNICATION

(Common for Regular - 2018 Admission & Supplementary - 2015 / 2016 / 2017 Admissions)

Time : Two Hours

Max. Marks: 50

Section A

Answer any 5 (2 marks each)

1. What do you understand by mass-line communication?
2. What you mean by encoding and decoding in communication ?
3. What is the importance of the concept of 'access' to media?
4. Write notes on: persuaders
5. Write notes on: Magic multipliers
6. What is typology of audience?
7. Write notes on: Oral Culture
8. Write notes on: Herbert Schiller

(2 x 5 = 10)

Section B

Answer any 4 (5 marks each)

9. Why is listening a complex process? What are the requirements for good listening?
10. The single biggest problem in communication is the illusion that it has taken place – explain giving examples.
11. What are the significant differences between the semiotic and the process models of communication?
12. State and explain Newcomb's Model of communication.
13. Discuss the growth and development of television in India.
14. What is the meaning of 'media effect'? Mention any 2 theories based on media effect.
15. Comment on the conflict during an inter cultural communication.

(5 x 4 = 20)

Section C

Answer any 2 (10 marks each)

16. What do you mean by interpersonal communication? Give its advantages. What are the different levels of interpersonal communication?
17. Explain (a) Wesley and McLean's model (b) Two-step flow theory of mass communication.
18. Discuss the importance of social media as the new method of communication.
19. Traditional media is directly connected to the geographical and lifestyle patterns of a society - Explain with suitable examples from various regions of South India.

(10 x 2 = 20)