

**B. A DEGREE END SEMESTER EXAMINATION - OCT. 2020 : FEBRUARY 2021**  
**SEMESTER 1 : MASS COMMUNICATION AND JOURNALISM**  
**COURSE : 20U1CRBCJ1 : METHODOLOGIES AND PERSPECTIVES OF MEDIA STUDIES**  
*(For Regular - 2020 Admission)*

Time : Three Hours

Max. Marks: 75

**PART A****Answer All (1 mark each)**

1. Define Judiciary.
2. Define society.
3. Define public relations.
4. Who is Josip Broz Tito?
5. What do you mean by liberalisation?
6. Who was Karl Max?

**(1 x 6 = 6)****PART B****Answer any 7 (2 marks each)**

7. Define Soviet Media Theory.
8. What is priming?
9. What is academic research?
10. What is Advertising Effectiveness Research?
11. How does research lead us to safer life?
12. How is linguistics so relevant in our daily life?
13. What was called the Blue star operation?
14. Define Yellow Journalism.
15. What is media monopolies?
16. Which are the positive elements of globalization?

**(2 x 7 = 14)****PART C****Answer any 5 (5 marks each)**

17. "In mass communication, the audiences are personally unknown to the communicator". Explain.
18. How does the medium entertain us?
19. Explain two sectors of research.
20. Explain the purpose of research.
21. Elucidate the relationship between mass communication and linguistics.
22. How did World War II change our world politics?
23. How did Marxist ideology change the world?
24. "The USA is the typical example of the capitalist country". Explain.

**(5 x 5 = 25)****PART D****Answer any 2 (15 marks each)**

25. "A journalist should be a voracious reader" Explain why
26. Explain agenda-setting theory with examples.
27. Explain about the research procedures.
28. Explain semiotics. Write a note about a semiotic experience that you have in your life.

**(15 x 2 = 30)**