

Reg. No

Name

M. A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2019
SEMESTER 1 : CINEMA AND TELEVISION/COMMUNICATION AND JOURNALISM
COURSE : 15P1CTVT01 / 15P1MCJT01 INTRODUCTION TO COMMUNICATION
(For Regular - 2019 Admission and Supplementary - 2015/2016/2017/2018 Admissions)

Time : Two Hours

Max. Marks: 50

Section A

Answer any 5 (2 marks each)

1. What do you mean by kinesics?
2. How can 'noise' be considered as an element in a communication process?
3. What are process models of communication?
4. Write notes on: Blogging
5. Write notes on SITE.
6. What is typology of audience?
7. What do you mean by Folk media?
8. Differentiate between folk media and folk culture.

(2 x 5 = 10)

Section B

Answer any 4 (5 marks each)

9. Write a note on audience construction.
10. The single biggest problem in communication is the illusion that it has taken place – explain giving examples.
11. Explain David Berlo's Model of Communication.
12. Explain Westely & Maclean Model.
13. Explain the concept of gatekeeping.
14. What is the meaning of 'media effect'? Mention any 2 theories based on media effect.
15. The practitioner of media meets language in a very complex manner in India – explain giving examples.

(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? How does it help in satisfying human needs?
17. How do you relate Newcombs ABX Model to different groups?
18. Discuss normative theories of mass media.
19. Why are traditional media important in Indian Communication scene? What are their advantages over the electronic media?

(10 x 2 = 20)