

**M. A. DEGREE END SEMESTER EXAMINATION - OCT. 2020 : FEBRUARY 2021****SEMESTER 1 : CINEMA AND TELEVISION/COMMUNICATION AND JOURNALISM****COURSE : 15P1CTVT01 / 15P1MCJT01 INTRODUCTION TO COMMUNICATION***(For Regular - 2020 Admission and Supplementary - 2015/2016/2017/2018/2019 Admissions)*

Time : Two Hours

Max. Marks: 50

**PART A****Answer any 5 (2 marks each)**

1. What do you understand by mass-line communication?
2. What are the functions of nonverbal communication?
3. What do you mean by transactional model of communication?
4. Write a note on: magic multipliers.
5. What do you mean by multimediality?
6. What is TAM?
7. How do folk media help in overcoming the linguistic barriers?
8. Write briefly about Noam Chomsky.

**(2 x 5 = 10)****PART B****Answer any 4 (5 marks each)**

9. Explain the role of media as persuaders.
10. Discuss how psychological barriers affect effective communication.
11. State and explain the six elements in the Shannon and Weaver model of communication.
12. What are the significant differences between semiotic and process models of communication?
13. Discuss the basic postulate of Libertarian Theory of the press.
14. State and explain the Uses and Gratifications Theory.
15. Folk media served as a social institution – Comment.

**(5 x 4 = 20)****PART C****Answer any 2 (10 marks each)**

16. Explain the structure, and merits and demerits of any two non-linear models of communication.
17. Describe the Agenda Setting theory. Illustrate with examples related to issues in the last parliamentary election.
18. Evaluate with illustrations how the Magic-Bullet theory, the Two-step Flow theory, and the Uses and Gratifications theory differ in explaining how the mass media influence their audiences.
19. What are the salient features of new communication technologies? Discuss their relevance in India in 21<sup>st</sup> century.

**(10 x 2 = 20)**