

B. A. DEGREE END SEMESTER EXAMINATION OCT. 2020 : FEBRUARY 2021
SEMESTER 1 : COMPLEMENTARY FOR B A MASS COMMUNICATION AND JOURNALISM
COURSE : 20U1CPBCJ1 : FOUNDATIONS OF MASS MEDIA
(For Regular - 2020 Admission)

Time : Two Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. What is Reuters?
2. Define constructive journalism.
3. Explain briefly about 'Mirat-UI-Akbar'.
4. What is 'Udant Martand'?
5. List any three most influential social media networks.
6. What is information pollution?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. Explain briefly, intra-personal communication.
8. Give the advantages of interpersonal communication.
9. Explain the functions of communication.
10. Write briefly about BBC.
11. Write a note on Rajyasabha TV.
12. Give the benefits of Educational TV.
13. How does media influence society?
14. What is global conglomeration work in media?
15. Define the term 'global village'.
16. Write briefly on Edu-Sat.

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Explain in detail, the basic elements of communication.
18. Brief the history of the early newspapers in India.
19. What are the contributions of "Vividh bharati"?
20. Summarize the recommendations of First Press Commission of India.
21. Explain in detail, the Uses and Gratifications Theory.
22. Explain in detail, the Cultivation Theory.
23. Explain briefly, the Authoritarian theory.
24. Explain briefly, the Individual difference theory.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Explain the different models of communication with their advantages and disadvantages.
26. What all are the main contributions of the following institutions in Indian television - All India Radio, ISRO, Doordarshan?
27. Discuss on the shifting roles of women in media in today's world.
28. 'Journalism was originally a mission. Gradually it became a profession. Today it is a business.' Evaluate critically.

(15 x 2 = 30)