

Reg. No .....

Name .....

22P1013

**M. A DEGREE END SEMESTER EXAMINATION : OCTOBER 2022**

**SEMESTER 1 : JOURNALISM AND MASS COMMUNICATION**

**COURSE : 21P1MCJT01 : INTRODUCTION TO COMMUNICATION**

*(For Regular - 2022 Admission and Supplementary - 2021 Admission)*

Duration : Three Hours

Max. Weights: 30

**PART A**

**Answer any 8 questions**

**Weight: 1**

1. What is 'fear of the enemy'? (R)
  2. What do you mean by perception? (U, CO 5)
  3. What is 'logos' in communication model? (R)
  4. Who is Noam Chomsky? (U)
  5. What is the mechanical bride? (U)
  6. When does encoding take place? (U)
  7. List the components in the communication process. (U)
  8. What is simulacrum? (U)
  9. Define communication. (R, CO 1)
  10. What is social norm? (R)
- (1 x 8 = 8)**

**PART B**

**Answer any 6 questions**

**Weights: 2**

11. Is a communication model which emphasizes the presence of noise? (U)
  12. Discuss the characteristics of the speaker-centered model of communication. (E)
  13. What is social change and why should we care? (U)
  14. Assess the right of media? (E)
  15. What is the importance of freedom of media? (An)
  16. Discuss the role of community radio for social mobilization. (An)
  17. Explain the concepts of hot media and cold media. (U)
  18. Explain the major essential purposes of a free press. (A)
- (2 x 6 = 12)**

**PART C**

**Answer any 2 questions**

**Weights: 5**

19. Does the new media coverage increase the objectivity of the media and information provided to the public? Explain. (E)
20. Briefly explain the gatekeeping process in mass communication with a suitable model. (An)

21. Discuss the functions and applications of new media in natural calamities. (R, CO 3)
22. Culture as a social institution. Comment. (An)
- (5 x 2 = 10)**

OBE: Questions to Course Outcome Mapping

| CO   | Course Outcome Description   | CL | Questions | Total Wt. |
|------|--|----|-----------|-----------|
| CO 1 | Compare and contrast the different forms and types of communication, their importance in human and mediated communication    | U  | 9         | 1         |
| CO 3 | Discuss the concepts of mass communication and the global issues related to information and cultural dissemination           | E  | 21        | 5         |
| CO 5 | Discuss selected theories of culture and communication and suggest solutions for issues related to culture and communication | Cr | 2         | 1         |

Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;