

Reg. No .....

Name .....

22U153

**B. A DEGREE END SEMESTER EXAMINATION : OCTOBER 2022**  
**SEMESTER 1 : MASS COMMUNICATION AND JOURNALISM MODEL - I**  
**COURSE : 19U1CPBCJ1 : FOUNDATIONS OF MASS MEDIA**

*(For Regular – 2022 Admission and Improvement / Supplementary - 2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 75

**PART A**

**Answer All (1 mark each)**

1. Who was K Rama Rao?
2. What is globalization?
3. What is PTI?
4. Define 'Mass'.
5. What is 'Yuva Vani'?
6. What is Sensationalism?

**(1 x 6 = 6)**

**PART B**

**Answer any 7 (2 marks each)**

7. What are FM radio channels? Give two examples with their frequencies.
8. Explain the functions of communication.
9. Write briefly on Edu-Sat.
10. Give the advantages of interpersonal communication.
11. What is feedback? Does feedback help make the communication process successful?
12. Why gate keeping is important in media?
13. Write briefly about Loksabha TV.
14. Give the benefits of Educational TV.
15. What is cultural imperialism of media?
16. Explain the weaknesses of media conglomeration.

**(2 x 7 = 14)**

**PART C**

**Answer any 5 (5 marks each)**

17. What are the contributions of "Vividh Bharati"?
18. Explain Play theory.
19. Explain in detail, the Cultivation Theory.
20. Brief the history of the early newspapers in India.
21. Explain in detail, Agenda Setting Theory.
22. Explain briefly, Democratization theory.
23. Explain briefly, Shannon-Weaver Model of Communication.
24. Explain the recent trends of radio media in India.

**(5 x 5 = 25)**

**PART D**

**Answer any 2 (15 marks each)**

25. Compare the programme format of a private FM radio with AIR programmes.
  26. Discuss in detail the journey of mass media from industrial age to digital age.
  27. '24/7 News channels have trivialized and sensationalized news'. Evaluate Critically.
  28. Discuss media representation in Indian cultural perspective. Use appropriate examples.
- (15 x 2 = 30)**