

M. A. DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023**SEMESTER 1 : JOURNALISM AND MASS COMMUNICATION****COURSE : 21P1MCJT01 : INTRODUCTION TO COMMUNICATION***(For Regular - 2023 Admission and Improvement/Supplementary -2022/2021 Admissions)*

Duration : Three Hours

Max. Weights: 30

PART A**Answer any 8 questions****Weight: 1**

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| 1. | What is freedom of expression? | (R) |
| 2. | What are cultural universals? | (U, CO 4, CO 5) |
| 3. | What is meant by normative misperceptions? | (U, CO 5) |
| 4. | What is a phatic stage? | (U, CO 1) |
| 5. | What do new media include? | (U, CO 3, CO 4) |
| 6. | What is the relationship between language and perception? | (An, CO 4, CO 5) |
| 7. | What is public communication? Give an example. | (U, CO 1, CO 2, CO 3) |
| 8. | Give the merits of New Comb's Model. | (U, CO 1, CO 2, CO 3) |
| 9. | Which media is more credible - mass media or traditional folk media? Why? | (U, CO 5) |
| 10. | What is meant by kinesics? Give examples. | (U, CO 1) |
| | | (1 x 8 = 8) |

PART B**Answer any 6 questions****Weights: 2**

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| 11. | A free press is an essential need of any society. Discuss briefly. | (E, CO 1, CO 3, CO 4, CO 5) |
| 12. | What is political propaganda? Explain. | (U, CO 4, CO 5) |
| 13. | What makes Aristotle's Model an epic in public speaking? | (An, CO 2, CO 3) |
| 14. | Discuss the characteristics of the speaker-centered models of communication. | (E, CO 1, CO 2) |
| 15. | Briefly elaborate on the five axioms of communication. | (An, CO 1, CO 2, CO 3, CO 5) |
| 16. | Indian society is multicultural. Elaborate. | (U, CO 5) |
| 17. | What are the ways to overcome communication barriers? | (U, CO 2, CO 3, CO 4, CO 5) |
| 18. | Explain the concept of worldview by Althusser. | (An, CO 4, CO 5) |
| | | (2 x 6 = 12) |

PART C
Answer any 2 questions

Weights: 5

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| 19. | Discuss the functions and applications of new media during crises and calamities. | (E, CO 3, CO 4, CO 5) |
| 20. | Discuss the factors influencing the perception and construction of meanings. | (E, CO 1, CO 2, CO 3, CO 4, CO 5) |
| 21. | Explain the Spiral of Silence Theory. Elaborate on its theoretical assumptions, and the four main components and applications. | (E, CO 1, CO 2, CO 3, CO 4) |
| 22. | Discuss the impact of post-truth waves of media in India. | (E, CO 1, CO 3, CO 4, CO 5)
(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	4, 7, 8, 10, 11, 14, 15, 20, 21, 22	25
CO 2	Illustrate and apply the process of communication portrayed in different models to various communication contexts	E	7, 8, 13, 14, 15, 17, 20, 21	20
CO 3	Discuss the concepts of mass communication and the global issues related to information and cultural dissemination	E	5, 7, 8, 11, 13, 15, 17, 19, 20, 21, 22	31
CO 4	Evaluate the impact of mass media on different groups of media audience	An	2, 5, 6, 11, 12, 17, 18, 19, 20, 21, 22	31
CO 5	Discuss selected theories of culture and communication and suggest solutions for issues related to culture and communication	Cr	2, 3, 6, 9, 11, 12, 15, 16, 17, 18, 19, 20, 22	31

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