

Reg. No .....

Name .....

23U142

**B. A. DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023**

**SEMESTER 1 : MASS COMMUNICATION AND JOURNALISM**

**COURSE : 19U1CRBCJ1 : METHODOLOGIES AND PERSPECTIVES OF MEDIA STUDIES**

*(For Regular 2023 Admission and Improvement/Supplementary 2022/2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 75

**PART A**

**Answer All (1 mark each)**

1. Define M I -5.
2. Who was Karl Max?
3. Define copyright.
4. What do you mean by liberalisation?
5. What is mobile journalism?
6. Write a short note on USSR.

**(1 x 6 = 6)**

**PART B**

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

7. 'A journalist should be a team player'. Explain.
8. Explain the term Linguistics.
9. Explain about Media Warfare and Propaganda.
10. What was the Blue star operation?
11. Write a note on the legal responsibilities of a journalist.
12. What do you understand by Media Conglomerates?
13. Write on Media and Violence.
14. Define Circulation Research.
15. What is meant by Review of literature?
16. How does research help us to diagnose?

**(2 x 7 = 14)**

**PART C**

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

17. Explain about the Sub-Fields of Linguistics.
18. Write a note on media globalization and corporate expansion.
19. "Media Imperialism can be discussed in four postulates" Explain.
20. How do Media Conglomerates control our media world?
21. Democracy means 'rule of the people' Explain.
22. Write a note on the factors affecting Agenda-setting.
23. How did World War - I encourage the growth of mass media research?
24. How has the advertisement boom encouraged the growth of mass media research?

**(5 x 5 = 25)**

**PART D**

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

25. Explain semiotics. How is semiotics relevant in our daily lives?
26. What are the major elements of mass communication? Elaborate on them.
27. Explain about research in advertising.
28. Discuss the evolution of mass communication.

**(15 x 2 = 30)**