B. A. DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023
SEMESTER 1 : MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : **19U1CPBCJ1 : FOUNDATIONS OF MASS MEDIA**
(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. What is DTH?
2. Explain briefly about 'The Hindu'.
3. What is a hash tag?
4. What is Vernacular Press Act?
5. What is 'ICT'?
6. What is meant by information pollution?

                                                                               (1 x 6 = 6)

PART B
Answer any 7 (2 marks each)

7. Explain briefly about Doordarshan.
8. Explain briefly about 'Swadeshabhimani'.
9. What is media monopoly?
10. How does media influence society?
11. Explain the term 'global village'.
12. What is feedback? Does feedback help make the communication process successful?
13. Explain briefly, media colonialism.
14. Give any two defintions of 'Communication'.
15. Explain briefly about 'Diamond Sutra'.
16. Write a note on Rajyasabha TV.

                                                                               (2 x 7 = 14)

PART C
Answer any 5 (5 marks each)

17. Brief the history of the early newspapers in India.
18. Explain briefly, Magic bullet theory.
19. Explain in detail, the basic elements of communication.
20. Explain the different types of printing.
21. Explain briefly, the Individual difference theory.
22. Explain in detail, Social Learning Theory.
23. Discuss in detail with example media effect on Indian economy.
24. Explain Johannes Gutenberg's contribution in printing history.

                                                                               (5 x 5 = 25)

PART D
Answer any 2 (15 marks each)

25. Explain briefly the history of world television.

26. Discuss media representation in Indian cultural perspective. Use appropriate examples.

27. Explain the process of communication with the help of the Models given by Aristotle and Berlo.

28. Why is the press called fourth estate of democracy. Explain in detail

(15 x 2 = 30)