

Reg. No

Name

24P1012

M. A. DEGREE END SEMESTER EXAMINATION : NOVEMBER 2024

SEMESTER 1 : JOURNALISM AND MASS COMMUNICATION

COURSE : 21P1MCJT01 : INTRODUCTION TO COMMUNICATION

(For Regular 2024 Admission and Improvement/Supplementary 2023/2022/2021 Admissions)

Duration : Three Hours

Max. Weights: 30

PART A

Answer any 8 questions

Weight: 1

1. What are the different elements of a communication process? (U, CO 1, CO 2)
 2. Write a note on the characteristics of communication. (U, CO 1, CO 3, CO 4)
 3. What is hyperreality? (U, CO 4, CO 5)
 4. Write briefly on Noam Chomsky. (U, CO 4, CO 5)
 5. What is puppetry? (U, CO 5)
 6. Give the advantages and disadvantages of Lasswell's Model. (U, CO 1, CO 2)
 7. How do sociologists define social change? (U, CO 5)
 8. What is meant by social and cultural semiotics? (U)
 9. Write a note on the Mechanical Bride. (U, CO 3)
 10. What is constructed reality? (U, CO 4, CO 5)
- (1 x 8 = 8)**

PART B

Answer any 6 questions

Weights: 2

11. What are the functions of language according to Jakobson? (U, CO 4, CO 5)
 12. Explain the Shannon and Weaver Model of Communication. (U, CO 1, CO 2, CO 3)
 13. Explain the possible impacts of communication barriers. (U, CO 1, CO 3, CO 4)
 14. What is Harold Lasswell Model of communication? Explain. (U, CO 2)
 15. Give the advantages of intrapersonal and interpersonal communication. (U, CO 1, CO 3)
 16. Discuss the power of social media to mobilize mass movements with appropriate examples. (An, CO 1, CO 3, CO 4)
 17. Explain the media criticism of Boorstin. (U, CO 4, CO 5)
 18. What is CSR in community Development? (U)
- (2 x 6 = 12)**

PART C
Answer any 2 questions

Weights: 5

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| 19. | Discuss the socio-cultural impact on gender representation in Indian films. | (E, CO 1, CO 3, CO 4, CO 5) |
| 20. | Discuss the role of media in shaping cognitive changes in media users. | (An, CO 3, CO 4, CO 5) |
| 21. | Write an essay on the contributions of Roland Barthes to the discourses on culture and communication. | (E, CO 1, CO 4, CO 5) |
| 22. | Critically examine the relevance of Spiral of Silence Theory in the current socio political context. | (A, CO 1, CO 2, 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	1, 2, 6, 12, 13, 15, 16, 19, 21, 22	26
CO 2	Illustrate and apply the process of communication portrayed in different models to various communication contexts	E	1, 6, 12, 14, 22	11
CO 3	Discuss the concepts of mass communication and the global issues related to information and cultural dissemination	E	2, 9, 12, 13, 15, 16, 19, 20, 22	25
CO 4	Evaluate the impact of mass media on different groups of media audience	An	2, 3, 4, 10, 11, 13, 16, 17, 19, 20, 21, 22	32
CO 5	Discuss selected theories of culture and communication and suggest solutions for issues related to culture and communication	Cr	3, 4, 5, 7, 10, 11, 17, 19, 20, 21, 22	29

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