

**BA / BSc / BCOM DEGREE END SEMESTER EXAMINATION - NOVEMBER 2024****UGP (HONS.) SEMESTER -1: DISCIPLINE SPECIFIC COURSE (MASS COMMUNICATION AND JOURNAISM)****COURSE: 24UJMCDS102: INTRODUCTION TO COMMUNICATION***(For Regular 2024 Admission)*

Time: 2 Hours

Max. Marks: 50

**PART A***Write short notes on any Five of the following. Each answer carries 2 marks*

1. What is Public Opinion?
2. Define Semiology.
3. What is Feedback?
4. What is Instagram?
5. Define is Selective Exposure.
6. What is Media Literacy?
7. What is Vlogging?

*(2 x 5 = 10)***PART B***Write short essays on any Five of the following. Each answer carries 4 marks.*

8. What are the four main components described in the Natyashastra?
9. What are the fundamental components of Shannon and Weaver's model of Communication?
10. What are the key characteristics of Electronic Media?
11. What are the merits and demerits of interactive models of communication?
12. How does the Hypodermic Needle Theory explain the influence of media on audiences?
13. What are the three components of Saussure's theory of language?
14. What is mass communication? Discuss its role and importance in society.

*(4 x 5 = 20)***PART C***Write analytical essays on any Two of the following. Each answer carries 10 marks.*

15. Analyse the key elements of the communication process and their significance in effective communication.
16. Describe the evolution of communication from ancient to modern times.
17. How can cultural differences impact communication and what strategies can be used to address these challenges?
18. Explain on 'Normative Theories'. How do 'Normative Theories' inform media's role in democratic societies?

*(10 x 2 = 20)*