

**M. A. DEGREE END SEMESTER EXAMINATION : NOVEMBER 2025****SEMESTER 1 : JOURNALISM AND MASS COMMUNICATION****COURSE : 21P1MCJT01 : INTRODUCTION TO COMMUNICATION***(For Regular - 2025 Admission and Improvement / Supplementary -2024 Admission)*

Time : Three Hours

Max. Weights: 30

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

1. What is the meaning of signified? Give an example. (U, CO 1)
2. What is meant by haptics? Give examples of haptic signs that give meanings in communication. (An, CO 1, CO 3, CO 4)
3. Why is social change important? (U, CO 5)
4. What is post-structuralism? (U, CO 4, CO 5)
5. Define cultural sensitivity. (U, CO 1, CO 3, CO 4, CO 5)
6. Define culture shock. (U, CO 4, CO 5)
7. Give the advantages of De Fleur Model. (U, CO 1, CO 2)
8. What are the examples of community development? (U)
9. What is meant by intimate stage in interpersonal communication? Give examples. (U, CO 1, CO 3)
10. Write a note on the concept 'flak'. (U, CO 1, CO 4, CO 5)  
**(1 x 8 = 8)**

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

11. Which communication model emphasizes the presence of noise? Explain the meaning of noise. (An, CO 1, CO 2, CO 3)
12. What is the media hegemony theory of Gramsci? Explain with examples. (An, CO 4, CO 5)
13. Define: (i) Feedback (ii) Empathy (iii) Cultural sensitivity and (iv) Conflict resolution skills. (U, CO 1, CO 3, CO 4)
14. How does an interactive model of communication differ from a linear model? (An, CO 1, CO 2, CO 3)
15. Write a note on prehistoric human communication? (U, CO 1, CO 3, CO 5)
16. Explain the Models of semiotics of Peirce and Saussure. (U, CO 1, CO 2, CO 3)
17. How do anthropologists define belief systems? (An, CO 4, CO 5)
18. Analyse the causes of social change. (An, CO 5)  
**(2 x 6 = 12)**

**PART C****Answer any 2 questions****Weights: 5**

19. Discuss the effects of the "Spiral of Silence" in the Digital era. (An, CO 2, CO 3, CO 4)
20. Compare the different types of communication and their importance in human and mediated communication. (E, CO 1, CO 2, CO 3, CO 4, CO 5)

21. Discuss the contributions of Marshall McLuhan to the field of communication. (E, CO 3, CO 4)
22. How do media impact children's moral and social development with reference to media violence? (E, CO 1, CO 2, CO 3, CO 4)  
(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, 5, 7, 9, 10, 11, 13, 14, 15, 16, 20, 22	26
CO 2	Illustrate and apply the process of communication portrayed in different models to various communication contexts	E	7, 11, 14, 16, 19, 20, 22	22
CO 3	Discuss the concepts of mass communication and the global issues related to information and cultural dissemination	E	2, 5, 9, 11, 13, 14, 15, 16, 19, 20, 21, 22	33
CO 4	Evaluate the impact of mass media on different groups of media audience	An	2, 4, 5, 6, 10, 12, 13, 17, 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	3, 4, 5, 6, 10, 12, 15, 17, 18, 20	18

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