



25020970

QP CODE: 25020970

Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR / REAPPEARANCE / MERCY CHANCE
EXAMINATIONS, FEBRUARY 2025**

Sixth Semester

**CHOICE BASED CORE COURSE - HY6CBT04 - INTRODUCTION TO MASS
COMMUNICATION**

Common for B.A History Model I, B.A History Model II Archaeology and Museology, B.A History Model II Communication and Publishing Sciences & B.A History Model II Forestry and Environmental History.

2017 Admission Onwards

A8B62F02

Time: 3 Hours

Max. Marks : 80

Instructions to Private candidates only: This question paper contains two sections. Answer SECTION I questions in the answer-book provided. SECTION II, Internal Examination questions must be answered in the question paper itself. Follow the detailed instructions given under SECTION II.

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define Communication.
2. Noise.
3. Non-verbal communication.
4. Technology and mass communication.
5. Status confer by media.
6. Five questions of Lasswell's model of Communication.
7. Mass communication and social change.
8. Brochures.
9. Electronic media.
10. Wireless communication.





11. Mass media and economic development.
12. Weather forecasting.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Discuss the role of communication in the field of education.
14. Why critical theory is relevant in communication studies?
15. Mass communication experience is a public one, Analyse the statement.
16. What is Interactive Model of Communication?
17. What is the importance of speaker in Aristotle's Model of Communication?
18. What is transmission model of communication?
19. Write a brief history of television service in India.
20. Explain the concept of media and modern society of John B. Thompson.
21. Explain the role of interactive media in the field of education and research.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the meaning and scope of communication.
23. Discuss the meaning, scope and definitions of mass communication.
24. Briefly explain various theories of mass media.
25. Write an essay about the functions of hypertext in web content. How it is gainful for a researcher?

(2×15=30)

