



QP CODE: 24001212



24001212

Reg No :

Name :

B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH 2024

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
BE75883E

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. Joseph A Davito.
2. Transmission.
3. Critical theory of communication.
4. Transient feature of mass communication.
5. Aristotle's Model of Communication.
6. Expressive model.
7. Mass communication and social change.
8. FM radio.
9. Satellite Instructional Television Experiment.
10. Time-biased media.
11. Herbert Marshall McLuhan.
12. Global Telephone.





(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Analyse the relationship of communication and information technology in the present world.
14. Differentiate verbal and non-verbal types of communication.
15. Define mass communication.
16. How media can reinforce individuals or public?
17. What is Interactive Model of Communication.
18. What is the importance of Laswell's model of communication.
19. Discuss the merit and demerits of print media.
20. How did film become the most popular media.
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. Discuss the relevance of all elements in communication.
23. Analyse the role of mass communication in the socio-political and cultural sphere of society.
24. Media's role in national development can be analysed from political, economic and social perspectives. Explain.
25. Write an essay about the functions of hypertext in web content. How it is gainful for a researcher?

(2×15=30)

