



23104793

QP CODE: 23104793

Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR/IMPROVEMENT/REAPPEARANCE
EXAMINATIONS, FEBRUARY 2023**

First Semester

B.A Mass Communication and Journalism Model I

**Core Course - MC1CRT04 - METHODOLOGIES AND PERSPECTIVES OF MEDIA
STUDIES**

2017 Admission Onwards

01BC3649

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Define Propaganda.
2. Define Source.
3. Define Group communication.
4. Define the term Signifier.
5. Define Ideology.
6. Describe Human communication.
7. Define Blogs.
8. Define Consumerism.
9. Describe Puppetry.
10. Define Facebook.
11. Define silent films.
12. Describe media education.

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Define Mass Communication.
14. Explain the term global village.
15. Explain the difference between traditional media and new media.
16. Evaluate the influence of media on its public.
17. Examine the qualities of a good research.
18. Describe the types of content analysis.
19. Evaluate the statement " mass media have forced individuals to think money as an essential commodity.
20. Explain the possible influences that mass media on public opinion.
21. Explain the role of Mass media Campaigns in generating Public opinion. Give appropriate examples.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. "Television gives a drug like effect"analyse the statement.
23. Examine the different types of researches.
24. Explain the different methods of conducting a research.
25. Evaluate the strength and limitations of Traditional media and New media.

(2×15=30)

