



QP CODE: 25050490



25050490

Reg No :

Name :

MA DEGREE (CSS) EXAMINATION DECEMBER 2025

First Semester

Master of Arts in Journalism and Mass Communication

Core Courses - JM010101 - INTRODUCTION TO COMMUNICATION

2019 Admission Onwards

AA2323ED

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. Explain the concept of noise and its types.
2. Identify the importance of credibility in communication.
3. Explain the concept of paralanguage.
4. Explain the concept of mass-line communication.
5. Choose any two communication model and explain them.
6. Examine the Facebook as an interactive communication tool.
7. Briefly explain the features of Soviet media theory.
8. Explain the importance of democratic participation theory in Indian scenario.
9. Critically examine the media ideology of Althusser.
10. Explain the concept of digital library.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. Discuss how did digital technology influence rural communication.
12. Explain the any five functions of communication .
13. 'Gatekeepers are the decision makers'- Examine with suitable example.
14. Present circular model of communication and elaborate each component.
15. Present Baker Model of Communication, Explain each component.





16. Define the role of media in shaping popular culture.
17. Explain the merit and demerits of using folk media in public service advertisement.
18. Examine the concept of Hyper reality by Daniel Boorstin.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Give the main differences between communication and mass communication.
20. Discuss the conceptual difference between Eastern and Western models of communication
21. Marshall McLuhan concepts are still highly relevant- Explain it.
22. 'News is a product and audience is a consumer' -discuss

(2×5=10 weightage)

