

**FIRST SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2020**

(CCSS)

Journalism and Mass Communication

MCJ 1C 05—COMMUNICATION LAWS AND ETHICS

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each question carries 4 marks :

- (a) Define Public Interest Litigation.
- (b) Write a note on IPC.
- (c) What is fair criticism ?
- (d) What does creative commons license mean ?
- (e) Define Intellectual Property.
- (f) What is Defamation ?
- (g) What is sensational stories ?

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each question carries 8 marks :

- (a) Write a note about the eighth schedule in the Indian Constitution.
- (b) What is PRB Act 1867 ?
- (c) What do you mean by RNI ?
- (d) Is RTI a constitutional right or a legal right ?
- (e) Explain Libel Slander.
- (f) What are the five elements of defamation ?
- (g) What you mean by Contempt of Court ?

(5 × 8 = 40 marks)

**Turn over**

III. Write long essays on any *two* of the following. Each question carries 12 marks.

- (a) Discuss the AIR code for advertising in detail.
- (b) Discuss the Press Council Act and its impacts.
- (c) Discuss the effectiveness of model code of conduct during elections in India.
- (d) Discuss the recent amendment of section 377 of IPC and its impact on Indian society.

(2 × 12 = 24 marks)

CHMK LIBRARY UNIVERSITY OF CALCUTTA

**FIRST SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2020****(CCSS)****Journalism and Mass Communication****MCJ 1C 04—MEDIA HISTORY****(2019 Admissions)****Time : Three Hours****Maximum : 80 Marks****I. Write short notes on any *four* of the following. Each answer carries 4 marks :**

- a) Radio Mattoli.
- b) UNI.
- c) William Bolts.
- d) Acta Diurna.
- e) Educational television.
- f) Motovlog.
- g) PARI.

**(4 × 4 = 16 marks)****II. Write short essays on any *five* of the following. Each answer carries 8 marks :**

- a) Write a short note on the evolution of Indian Language Press in the Country.
- b) Write a short note on the two major domains in journalism, Print and Electronic.
- c) Detail the functions of film organizations in Kerala.
- d) What is Press Council of India ? Define its function.
- e) Differentiate between AM and FM Radio.
- f) Make a radio PSA script on the theme ' Climate Change'.
- g) What are the contributions of Mohammed Abdul Rahiman Sahib to Malayalam Journalism ?

**(5 × 8 = 40 marks)****Turn over**

III. Write long essays on any *two* of the following. Each answer carries 12 marks :

- a) Based on your understanding, explain how the Indian print history is connected to the country's reawakening.
- b) Evaluate and explain why India requires quality journalism and not paid media.
- c) Make an essay on the color TV, Digital TV, High-definition TV and Stereoscopic TV.
- d) Elaborate the milestones in the Indian history of Television broadcasting.

(2 × 12 = 24 marks)

CHMK LIBRARY UNIVERSITY OF CALICUT

**FIRST SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2020****(CCSS)****Journalism and Mass Communication****MCJ 1C 03—EDITING NEWS****(2019 Admissions)****Time : Three Hours****Maximum : 80 Marks****I. Write short notes on any *four* of the following. Each answer carries 4 marks :**

- 1 Data visualisation.
- 2 Precision Journalism.
- 3 Photo editing.
- 4 Photo journalism.
- 5 Typography.
- 6 Specialised magazines.
- 7 Cartooning persons in the news.

**(4 × 4 = 16 marks)****II. Write short essays on any *five* of the following. Each answer carries 8 marks :**

- 1 Headlining sports and games.
- 2 *Metro Manorama*.
- 3 Serialised investigative stories.
- 4 Localising news.
- 5 Rewriting, summarizing and paraphrasing.
- 6 Duties and responsibilities of Resident Editors.
- 7 Reporting news from the courts.

**(5 × 8 = 40 marks)****Turn over**

III. Write long essays on any *two* of the following. Each answer carries 12 marks :

- 1 Elucidate the duties and responsibilities of the editorial staff in a newspaper.
- 2 How do you conduct an interview with an eminent writer or an international sports star of your choice ? Prepare ten questions to be asked to this guest.
- 3 Critically analyse the front page design of a newspaper you read regularly.
- 4 What factors would you consider while writing a headline ? What are the different types of headlines ? Elucidate.

(2 × 12 = 24 marks)

CHMK LIBRARY UNIVERSITY OF CALCUTTA

**FIRST SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2020**

(CCSS)

Journalism and Mass Communication

MCJ 1C 02—REPORTING NEWS

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each answer carries 4 marks :

- 1 Data journalism.
- 2 Crowdsourcing.
- 3 Reverse sting operation.
- 4 Cheque book journalism.
- 5 Advertorial.
- 6 Obit.
- 7 Automobile journalism.

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each question carries 8 marks :

- 1 Press conference and meet-the-press.
- 2 Libel and slander.
- 3 “Facts are sacred and comments free.” Comment.
- 4 Follow-up stories.
- 5 Advocacy reporting.
- 6 Media monitoring.
- 7 Lead writing.

(5 × 8 = 40 marks)

III. Write long essays on any *two* of the following. Each answer carries 12 marks :

- 1 Define feature and elucidate different types of features.
- 2 How do you prepare a curtain raiser on an international sporting event to be held in Kozhikode ? Who/what are your sources of information ? Discuss in detail.
- 3 Elucidate the ethical norms you would follow while reporting the proceedings in the legislative assembly and a court of law.
- 4 Define news and discuss the various news factors.

(2 × 12 = 24 marks)

**FIRST SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2020**

(CCSS)

Journalism and Mass Communication

MCJ 1C 01—INTRODUCTION TO MASS COMMUNICATION

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each question carries 4 marks.

- (a) Media literacy.
- (b) Decoding.
- (c) Cultural imperialism.
- (d) Selective Perception.
- (e) Interpersonal communication.
- (f) Media dependency.

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each question carries 8 marks :

- (a) Multi step flow theory.
- (b) Non- verbal communication.
- (c) 7 c's of communication.
- (d) Reinforcement theory.
- (e) Traditional media.
- (f) Technological Determinism.
- (g) NWCIO.

(5 × 8 = 40 marks)

**Turn over**



III. Write long essays on any *two* of the following. Each question carries 12 marks :

- (a) Evaluate the role of new media in highlighting issues neglected by the print media.
- (b) Examine with examples how technology has taken control of our communication needs.
- (c) Trace the origin and development of communication as a discipline.
- (d) Describe the role of media in the formation of public opinion.

(2 × 12 = 24 marks)

CHMK LIBRARY UNIVERSITY OF CALICUT

**FIRST SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2020****(CBCSS)****Journalism and Mass Communication****MCJ 1C 05—COMMUNICATION LAWS AND ETHICS****(2019 Admissions)****Time : Three Hours****Maximum : 30 Weightage****General Instructions**

1. *In cases where choices are provided, students can attend **all** questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

**Section A**

Write short notes on any *four* of the following. Each question carries 2 weightage.

- (a) IPC.
- (b) Defamation.
- (c) Official Secrets Act.
- (d) PRB Act.
- (e) Working Journalists Act 1958.
- (f) Sting Operation.
- (g) Advertising codes of conduct.

**(4 × 2 = 8 weightage)**

**Section B**

Write short essay on any *four* of the following. Each question carries 3 weightages :

- (a) Can James Augustus Hickey be described as the father of Indian Press? Did Hickey initiate the struggle for the freedom of the press ?
- (b) Explain the role of Amrita Bazar Patrika in the context of Vernacular Press Act.
- (c) Does RTI Act ensure freedom of citizens for getting what they require ? Discuss.
- (d) Describe the objectives behind setting up of the Press Council of India.
- (e) Explain the role of CBFC. How it is relevant in present time?
- (f) Do you think 'Sting Operation' suitably follows the prescribed notions of journalistic ethics? Critically discuss.
- (g) Examine the need for a stronger legal guarantee for violations against human rights in India.

(4 × 3 = 12 weightage)

**Section C**

Write long essays on any *two* of the following. Each question carries 5 weightages :

- (a) "The Indian Press was anti-government but, it was not always anti-British"- Does the statement reveal the true identity of the Indian Press at a particular time? Justify your answer with arguments.
- (b) What is intellectual property ? What are the laws related to it ?
- (c) Describe the functions and powers of Prasar Bharati. How successfully it is implemented ?
- (d) Privacy is getting affected by more and more danger through the new communication technologies. Discuss.

(2 × 5 = 10 weightage)

**FIRST SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2020**

(CBCSS)

Journalism and Mass Communication

MCJ IC 04—MEDIA HISTORY

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

1. *In cases where choices are provided, students can attend **all** questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

**Section A**

I. Write short notes on any *four* of the following. Each question carries 2 weightage :

- (a) Community Radio.
- (b) Streaming Media.
- (c) UNI.
- (d) Editor Guild of India.
- (e) Film certification.
- (f) F.M. Radio.
- (g) DTH.

(4 × 2 = 8 weightage)

**Section B**

II. Write short essays on any *four* of the following. Each question carries 3 weightage :

- (a) How media industry is functioning in India, due to the media ownership patterns and its impact ?
- (b) Write about the beginning of Journalism and Press in India during the colonial period.

**Turn over**

- (c) What is the impact of DTH Television and its influence on Indian society ?
- (d) Explore the brief history of broadcasting development in India, until now.
- (e) 'The impact of digital media consumer platforms disrupted our life', do you agree or not.
- (f) How Internet and satellite data services help and open opportunity in our life ?
- (g) What kind of media do pre-censorship and post-censorship in their production ?

(4 × 3 = 12 weightage)

### Section C

III. Write long essays on any *two* of the following. Each question carries 5 weightage :

- (a) Explore the History of Malayalam cinema with present trends, how it changed the production and consumption pattern.
- (b) Survey the major Newspaper and its Editors in India with special focus on the Editorial strategy.
- (c) How online digital news portal affect the current trends in Indian Press and what strategy this media follows to overcome this ?
- (d) Explore the professional media organizations, news agencies which is the backbone of effective communication in our society.

(2 × 5 = 10 weightage)

**FIRST SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2020**

(CBCSS)

Journalism and Mass Communication

MCJ 1C 03—EDITING NEWS

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

1. *In cases where choices are provided, students can attend **all** questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

**Section I**

I. Write short notes on any *four* of the following. Each question carries 2 weightage :

- (a) Responsibilities of Editor.
- (b) Negative Expressions.
- (c) "Screamer".
- (d) Localising news.
- (e) Facts Checking.
- (f) Info-graphics.
- (g) QR code.

(4 × 2 = 8 weightage)

**Section II**

II. Write short essay on any *four* of the following. Each question carries 3 weightage :

- (a) Discuss briefly the principles of news editing with example.
- (b) Can a story begin without intro ? Does the intro go against literary writing ? What is its importance in news communication ? Discuss.

**Turn over**

- (c) Explain, by definition, the difference between a simile and a metaphor. Give an example of each to support your answer.
- (d) What are the basis principles of front page-make up ? Explain the basic elements of it.
- (e) Discuss briefly the techniques of editing news agency copy for a newspaper. Does the policy of a newspaper have any influence on it ?
- (f) Enumerate the responsibilities of a proof reader. Enlist the common proof errors.
- (g) Discuss how graphics, photograph and cartoons contribute to the display and presentation of news.

(4 × 3 = 12 weightage)

### Section III

III. Write long essays on any *two* of the following. Each question carries 5 weightage :

- (a) What is 'editing' ? Discuss briefly the role of Chief Sub Editor in editing newspaper.
- (b) What are the principal aspects of Language in Journalism ? Explain : (i) Adjectives ; (ii) Modifiers ; (iii) Split infinities ; (iv) Punctuations ; (v) Paraphrasing.
- (c) You have been given the charge of Sunday Magazine section of a newly launched daily from Kozhikode. Describe your plans to make it attractive and a good read.
- (d) A photograph tells more than a thousand-word. Do you agree ? Give answer detailing the need for photography in journalism and the qualities of a photographer.

(2 × 5 = 10 weightage)

**FIRST SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2020**

(CBCSS)

Journalism and Mass Communication

MCJ 1C 02—REPORTING NEWS

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

1. *In cases where choices are provided, students can attend **all** questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

I. Write short notes on any *four* of the following. Each question carries 2 weightages :

- (a) Positive reporting.
- (b) Plagiarism.
- (c) Hourglass.
- (d) Elements of News.
- (e) Beats.
- (f) PTL.
- (g) News syndication.

(4 × 2 = 8 weightage)

II. Write short essay on any *four* of the following. Each question carries 3 weightages.

- (a) Differentiate Soft News and Hard News.
- (b) How can you identify fake news ? Enumerate the steps for fact checking.
- (c) Explain the principles of inclusive language.

**Turn over**



- (d) Discuss the elements of news in the context of globalized world.
- (e) Elucidate Off-the-record briefing.
- (f) Where should one look for ideas and information for writing feature articles ?
- (g) News about environment and other social problems should get more importance in news media. What is your opinion ?

(4 × 3 = 12 weightage)

III. Write long essays on any two of the following. Each question carries 5 weightages :

- (a) What do you mean by news values ? Is it added within the four walls of a news media ?
- (b) Illustrate the following : (i) Inverted pyramid style ; and (ii) Narrative story-telling.
- (c) What is the importance of interview in news gathering process ? Discuss the significance of research interview in the overall process of information gathering - moving from 'unknown' to 'known'.
- (d) Reporting has become very popular among young generation. Account its growing popularity.

(2 × 5 = 10 weightage)

**FIRST SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2020**

(CBCSS)

Journalism and Mass Communication

MCJ 1C 01—INTRODUCTION TO MASS COMMUNICATION

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

1. *In cases where choices are provided, students can attend **all** questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

**Section A**

I. Write short notes on any *four* of the following. Each question carries 2 weightage :

- (a) Persuasive communication.
- (b) Media Innovation.
- (c) Spiral of silence.
- (d) Gatekeeping.
- (e) Agenda setting.
- (f) Gerbner Model.
- (g) Social Learning theory.

(4 × 2 = 8 weightage)

**Section B**

II. Write short essays on any *four* of the following. Each question carries 3 weightage :

- (a) How Medias effectively telling a Stereotype story using Propaganda elements ?
- (b) Illustrate the Flow theories of communication : One, Two and Multi step flow with models.
- (c) Explain, how Social Learning theory and modelling process involved in communication process ?

**Turn over**

- (d) What are all the principles followed in reviewing the characteristics of mass media ?
- (e) What is the function of Media Gatekeeping, and explain how the pre-sensor and post-sensor Medias manage to keep their credibility ?
- (f) Explore the significant role of Media industry in cultural exchange with Social cohesion theory.
- (g) Compose a short essay on the kinds and stages of strategical communication.

(4 × 3 = 12 weightage)

### Section C

III. Write long essays on any *two* of the following. Each question carries 5 weightage :

- (a) Critically analyse the theories of mass society by Comte, Spencer, Tonnie, Durkheim and Habermas.
- (b) Explain, how construction of meaning happens through Linguistics, Sociology and Social Psychological approach ?
- (c) Critically analyse Mass as Audience and related theories: Individual differences theory, Social differentiation theory, Social relationship theory.
- (d) Explain utilizing Rogers' Diffusion of Innovation Theory and how Adult people adapting Smart Mobile Phone in their life ?

(2 × 5 = 10 weightage)

**FIRST SEMESTER M.C.J. DEGREE (SUPPLEMENTARY) EXAMINATION  
NOVEMBER 2020**

(CUCSS)

Mass Communication and Journalism

MCJ 1C 04—NEWS REPORTING

(2014 Admissions)

Time : Three Hours

Maximum : 36 Weightage

**Part A**

1. Write short notes on any *six* of the following. Each question carries 2 weightage :

- a) Planted story.
- b) Inverted Pyramid.
- c) Open ended questions.
- d) Follow-up.
- e) Sacred Cow.
- f) Obits.
- g) Objectivity.
- h) Soft news.

(6 × 2 = 12 weightage)

**Part B**

*Answer any **four** questions.*

*Each question carries 6 weightage.*

2. Facts without opinion are barren. Opinion without facts is sheer arrogance-Elaborate on this statement and decipher how much it is true to traditional values of journalism.
3. “The bias of the mainstream media is towards sensationalism, conflict and laziness”. Do you agree to this statement ? Why ?
4. Mention how you will prepare yourself for a interview with the following persons. Also pen at least ten important questions that you would plan to ask them.
  - a) Mukhtar Abbas Naqvi.
  - b) Adaaar Poonawala.

**Turn over**

5. Science reporting shares very few features with other kinds of specialised reporting. Elaborate on various facets of precision and science reporting.
6. Journalists need to be sensitized on the critical role they play in a disaster scenario. Explain why and also list the essentials of disaster reporting ?
7. The traditional reporting has made a sea change with the advent of Information technology. Elaborate how the communication technology has affected the journalistic practices.
8. Explain in detail the following with examples :
  - a) Off the record.
  - b) Summary lead.
  - c) Editorial.
  - d) Trend stories.
9. Journalists who cover the medical industry face a serious dilemma as the line between news reporting and marketing tends to blur very quickly, if not handled carefully-Explain.

(4 × 6 = 24 weightage)

**FIRST SEMESTER M.C.J. DEGREE (SUPPLEMENTARY) EXAMINATION  
NOVEMBER 2020****(CUCSS)****Mass Communication and Journalism****MCJ 1C 03—NEWS EDITING****(2014 Admissions)****Time : Three Hours****Maximum : 36 Weightage***Answer questions I & IX and three others of your choice.***Part A****I. Write short notes on any six of the following. Each question carries 2 weightage :**

- a) Strapline.
- b) Advertorial.
- c) Curtain raiser.
- d) Profile.
- e) Column writing.
- f) Ombudsman.
- g) Photoshop.
- h) Quark Express.

**(6 × 2 = 12 weightage)****Part B***Answer question IX and three others.**Each question carries 6 weightage.*

- II. What are the principles of editing ? Discuss by citing examples.**
- III. What are the functions of headlines and leads ? Elucidate five different types of headlines.**
- IV. Critically analyse the front page layout and design of a major newspaper of your choice.**
- V. Elucidate the use of a text editing software and a photo editing software you are familiar with.**
- VI. Why do we use a style book in a newspaper office ? Discuss in detail.**

**Turn over**

VII. Define the following :

- a) Rudolf Flesch easy reading formula.
- b) Infotainment and edutainment.
- c) Captions and cutlines.
- d) Hyperlocal journalism.
- e) Imprint line and credit line.
- f) Teasers and bulleted summary.

VIII. Discuss in detail different types of page make-up and design with illustrations.

IX. (a) Edit and headline the copy in Annexure I. It carries 3 weights.

(b) Headline the following stories. It carries 3 weights.

- (i) A 79-year-old cyclist was killed when he was knocked down by a speeding car near Kumaranelloor today. The deceased has been identified as Thankappan of Aymanem.
- (ii) A 47-day trekking season to Agasthyarkoodam is all set to commence tomorrow. As many as 47000 people, including 100 women have registered for the trek that will continue until 1 March.
- (iii) Owners of 15 private vehicles have responded to Kozhikodu city corporation's call for licensing for septage collection within the city. This will be in addition to 5 vehicles of the corporation for septage collection.

#### **Annexure I**

Thiruvananthapuram : A teenager has contributed the money he made from terrace farming to the Chief Minister's Distress Relief Fund (CMDRF).

Ashwin, a class IX student of Kendriya Vidyalaya, Pattom, who grows organic vegetables on the terrace of his 3-cent house at Jawahar Nagar handed over to Chief Minister Pinarayi Vijayan Rs. 7,000 that he made from the sale of organic produce. When Ashwin's parents contributed one month's salary to the CMDRF and elder brother Arjun, a Class II student, pitched in with his savings of Rs. 5,000, Ashwin could give only Rs. 200 at school for the fund. The desire to do more led him towards organic farming on the terrace of his house.

The sale from the first harvest resulted in a full piggy bank. Sale of aranthus, long beans, bittergourd, and tomato saplings brought out more money. Ashwin is thrilled about contributing his hard-earned money to the CMDRF.

**D 93190**

Name.....

Reg. No.....

**FIRST SEMESTER M.C.J. DEGREE (SUPPLEMENTARY) EXAMINATION  
NOVEMBER 2020**

(CUCSS)

Mass Communication and Journalism

MCJ 1C 02—MASS MEDIA HISTORY

(2014 Admissions)

Time : Three Hours

Maximum : 36 Weightage

**Part A**

1. Write short notes on any six of the following. Each question carries 2 weightage

- (a) Young India.
- (b) UNI.
- (c) Sambad Kaumudi.
- (d) Vakkom Moulavi.
- (e) MoJo.
- (f) Tabloid.
- (g) SITE.
- (h) Hum Log.

(6 × 2 =12 weightage)

**Part B**

*Answer any **four** questions.  
Each question carries 6 weightage.*

2. Why were Serampore Christian missionaries important in the development of Press in India ?
3. Newspapers were used as tools for social reformation in the pre-independent era. How ?
4. Explain the impact of National Emergency of 1975 in the Indian media scenario.
5. What were the recommendations of the First Press Commission? Explain briefly.
6. Entertainment programmes had a different perspective in All India Radio till the formation of Vividh Bharati. Elucidate the statement.
7. The freedom fighters from Kerala used journalism to attain their nationalist objectives. How ?
8. Explain the development of private entertainment channels in India.
9. "The news is supposed to be a mirror held up to the world, but the world is far too vast to fit in our mirror". Analyse the statement

(4 × 6 = 24 weightage)



**FIRST SEMESTER M.C.J. DEGREE (SUPPLEMENTARY) EXAMINATION  
NOVEMBER 2020**

(CUCSS)

Mass Communication and Journalism

MCJ 1C 01—INTRODUCTION TO MASS COMMUNICATION

(2014 Admissions)

Time : Three Hours

Maximum : 36 Weightage

**Part A**1. Write short notes on any *six* of the following. Each question carries 2 weightage :

- a) Dyadic Communication.
- b) Magic bullet theory.
- c) Noise.
- d) Gate keeping.
- e) News flow.
- f) Authoritarian theory.
- g) Gerbner's model of communication.
- h) Spiral of silence.

(6 × 2 = 12 weightage)

**Part B**

*Answer any four questions.  
Each question carries 6 weightage.*

2. List the functions and dysfunctions of mass media.
3. Briefly discuss the different types of communication with examples.
4. What are the important postulates of Dance's Helical Model of Communication ?
5. Communication needs to be clear, concise, concrete, correct, coherent, complete and courteous. Illuminate how each of these terms finds their meaning in the context of effective communication.
6. Mass communication plays a part in the complex process of socialization especially in societies where the mass media are ubiquitous. Explain why ?
7. What is agenda setting ? Why is it important while understanding contemporary media outputs ?
8. Briefly explain the effects of Globalisation in the Indian media scenario and its various outlets.
9. What are Normative theories ? Explain various theories citing their applications in understanding various facet of a society.

(4 × 6 = 24 weightage)