

S.No. 1123

P 16 ENE 2

(For candidates admitted from 2016–2017 onwards)

M.A. DEGREE EXAMINATION, NOVEMBER 2022.

English — Elective

COMMUNICATIVE STUDIES AND MASS MEDIA

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20)

Answer ALL questions.

1. What do you mean by Encoding?
2. What is the function of downward communication?
3. What is individual language?
4. What does intercultural communication refer to?
5. What is media?
6. What is known as agenda setting in mass media?
7. What do you mean by mass culture?
8. What is social change in mass communication?
9. What is the function of photo journalism.
10. What is meant by e publication?

SECTION B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

11. (a) Write a note on the 7Cs of effective communication.

Or

- (b) Explain the common barriers to effective communication.

12. (a) What are the differences between language varieties and language register?

Or

- (b) Illustrate the traits of intrapersonal communication.

13. (a) Write a note on the function of advertisements.

Or

- (b) Comment on the functions of mass media.

14. (a) Analyse the difference between mass culture and popular culture.

Or

- (b) Examine the function of mass communication in the development of the society.

15. (a) What are the steps to be followed in Blog writing?

Or

- (b) Write a note on the function of electronic media.

SECTION C — (3 × 10 = 30)

Answer any THREE questions.

16. "Communication is a dynamic interactive process that involves the effective transmission of facts, ideas, thoughts, feelings and values." Discuss.
17. Discuss the purposes of language.
18. Account for the popularity of mass media in the present day scenario.
19. Discuss the relationship between Mass media and Mass Culture.
20. Account for the popularity of the New Age Media.