

(6 pages)

Reg. No. :

**Code No. : 12112 Sub. Code : R 3 EN 5 B/
R 3 FE 5 B**

**B.A.(CBCS) DEGREE EXAMINATION,
NOVEMBER 2011.**

Fifth Semester

Part III – English

Paper II – MASS COMMUNICATION – Elective

(For those who joined in July 2008 onwards)

Time : Three hours

Maximum : 75 marks

PART A – (10 × 1 = 10 marks)

Answer ALL the questions.

choose the correct answer:

1. A success of a communication is determining by its
(a) medium (b) Feed back
(c) Message (d) Source
2. Communication by touch is known as
(a) Tactile communication
(b) Visual communication
(c) Olfactory communication
(d) Aural communication

3. _____ is the main determinant to the use of space in advertising.

- (a) Advertising agency
- (b) Caption
- (c) Finance
- (d) Colour.

4. A target audience is identified on the basis of

- (a) intelligence (b) Awareness
- (c) Purchasing power (d) Gullibility.

5. A story which continues with the same characters form one episode to another

- (a) Serials (b) Sitcom
- (c) News-reports (d) Films.

6. Many script-writers get their inspiration from _____

- (a) Films (b) Novels
- (c) Serials (d) None of the above

7. Times of India's own news-gathering network's.

- (a) LIONS (b) TIONS
- (c) TOINS (d) IOTNS.

8. UPI is known as
(a) United population International
(b) United press International
(c) Union public Informational
(d) None of the above.
9. A photograph does not lie-why?
(a) Since it is true always
(b) It is correct
(c) It is universal
(d) It is a testimony and a proof of what has happened actually.
10. The letter to the editor is a space for every citizen.
(a) To voice his opinion
(b) Every journalist
(c) For editor
(d) None of the above.

PART B – (5 × 5 = 25 marks)

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

11. (a) What are the features of mass communication according to Dennis Macquail?
Or
(b) The mass media culture: Ten written norms.

Page 3 Code No. : 12112

12. (a) Explain the difference between elements and techniques of effective advertising.

Or

- (b) What are the needs of the target audience?

13. (a) Which programmes on TV do the students like most?

Or

- (b) What are the three important parts in TV plot?

14. (a) How and where do newspapers get their news stories?

Or

- (b) How a student be trained to get acquaintance with the pages of a newspaper?

15. (a) A photograph records an event in split seconds but it can have timeless value analyse.

Or

- (b) The letter to the editor is a space provided for every citizen-Discuss.

Page 4 Code No. : 12112

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PART C – (5 × 8 = 40 marks)

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

16. (a) What is the power of mass media?

Or

- (b) Define mass media culture.

17. (a) Each advertisement is constructed with a particular category or type of audience in mind – analyse.

Or

- (b) What is the co-relation between target audience identification and strategic planning for an advertising campaign?

18. (a) Write a plot of a short T.V. Film-analyse it.

Or

- (b) What is the importance of the plot in a feature film?

19. (a) The various sources of News-gathering.

Or

- (b) The different news items in a newspaper.

20. (a) A news report must be written in an inverted pyramid structure-why?

Or

- (b) Prepare a feature and analyse its content.
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