

(FOR THE CANDIDATES ADMITTED

22PEL3E3

DURING THE ACADEMIC YEAR 20

ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : NOVEMBER 2023

M.A ENGLISH LITERATURE

MAXIMUM MARKS: 50

SEMESTER : III

TIME : 3 HOURS

22PEL3E3 – JOURNALISM AND MASS COMMUNICATION

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. \_\_\_\_\_ Communication is individual reflection, contemplation and meditation.  
a. Inter personal    b. Face to Face    c. Intra Personal    d. Direct
2. \_\_\_\_\_ remains an 'open' profession.  
a. Media    b. Radio    c. T.V    d. Journalism
3. \_\_\_\_\_ theory is the Catharsis theory of Media Effects.  
a. Narcosis    b. Feministic    c. Critical    d. environment
4. the term Cyberspace was coined by \_\_\_\_\_.  
a. Alankey    b. William Gibson    c. Andy Lipman    d. Charles F Goldfarb
5. Free Press of India was Founded by \_\_\_\_\_.  
a. K.C Roy    b. S. Sadanand    c. B.G. Verghese    d. R.B. Goenka

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

(Qn. No. 6 - 10)

6. What is interpersonal communication?
7. Define Journalism.
8. What is the impact of media effects?
9. Expand ECISL and CMC.
10. What is Blogging?

SECTION – B

(5 X 3 = 15 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.

(K3)

11. a) What are the three stages of Interpersonal Communication.

(OR)

- b) Describe the linguistic and Cultural Barriers in Communication.

12. a) Find out the Challenges of Freelancers.

(OR)

- b) Define Tabloid and Yellow Journalism

(CONTD .... 2)

13. a) Narrate the contribution of Children in the Mass Media.

(OR)

b) Write a note on Incidental Effects.

14. a) Write a note on National Telecommunication Policy.

(OR)

b) What is the role of internet in India?

15. a) Mention the important Social Network Sites

(OR)

b) What is blogging? How do you create Blogs.

**SECTION – C**

**(5 X 5 = 25 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.**

**(Qn. No. 16 to 20 Questions for Long Answers with internal choices – 2 questions from each unit. (K4 (Or) K5)**

16. a) Explain the four Kinds of Distractions act as physical barriers to Communication

(OR)

b) Explain Mass Culture, Popular Culture, Folk Culture

17. a) Explain the role of Journalism

(OR)

b) Explain the limitations of Folk Media.

18. a) Describe the impact of cable and satellite perception of Viewers.

(OR)

b) Discuss the effects of Media on Education.

19. a) Describe the history of Information Technology in India

(OR)

b) Explain the role of Information Revolution

20. a) Narrate the Method of writing reports for radio, T.V and Online.

(OR)

b) Explain the challenges of Print Media against electronic Media

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