

**FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2021 ONLY**

REG.NO

**NGM COLLEGE (AUTONOMOUS) POLLACHI
END-OF-SEMESTER EXAMINATIONS: DECEMBER-2022**

M. A -English Literature

MAXIMUM MARKS: 70

III SEMESTER

TIME: 3 HOURS

JOURNALISM AND MASS COMMUNICATION

SECTION – A (10 X1 = 10 MARKS)

**ANSWER THE FOLLOWING QUESTIONS
MULTIPLE CHOICE QUESTIONS**

(K1)

1. ----- communication is direct face-to - face communication between two persons.

| | | | |
|-------------------|-------------------|-----------|--------------|
| a. Inter-Personal | b. Intra-Personal | c. Direct | d. Indirect. |
|-------------------|-------------------|-----------|--------------|
2. ----- is the activity of gathering, assessing, creating, and presenting news and information.

| | | | |
|----------------------|---------------|----------------|-------------|
| a. Newspaper reading | b. Journalism | c. Photography | d. Editing. |
|----------------------|---------------|----------------|-------------|
3. Western theories of the mass media were first propounded by -----.

| | | | |
|-----------------|----------|---------|------------|
| a. Fred Siebert | b. Freud | c. Jung | d. Gandhi. |
|-----------------|----------|---------|------------|
4. Telecommunication is also known as -----.

| | |
|---------------|------------------|
| a. Telecom | b. Telephone |
| c. Telecation | d. Communication |
5. -----writing simply means writing in the language of radio.

| | | | |
|----------|---------------|-----------|-----------|
| a. Radio | b. Television | c. Online | d. Script |
|----------|---------------|-----------|-----------|

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES (K2)

6. Who coined the term Mobility Multipliers?
7. What is called Gigs?
8. Mention any two benefits of Mass Communication to the society.
9. What is Information Revolution?
10. Give two examples for Social networking sites.

SECTION – B (5 X 4 = 20 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)

11. a) Assess Focused and Unfocused interaction.

(OR)

- b) Assess Mass-line Communication.

(CONTD.....2)

12. a) Define Journalism.
(OR)
b) Explain the role of Advertising in Journalism.

13. a) Explain the uses of Mass Media.
(OR)
b) Explain the effects of Mass Media in the society.

14. a) Explain the types of Tele communication.
(OR)
b) Explain Information Technology.

15. a) Explain Blogging.
(OR)
b) Explain Social networking sites & their significance.

SECTION – C **(4 X 10 = 40 MARKS)**

ANSWER ANY FOUR OUT OF SIX QUESTIONS.

(16TH QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS FROM Q.NO: 17 TO 21)

(K4) OR (K5)

16. Analyze the three stages of Inter-Personal Communication.

17. Summarize the Barriers of Communication.

18. Discuss the characteristics of Folk Media.

19. Discuss the role of Mass Communication in Society.

20. Analyze the stages of Information Revolution.

21. Analyze the Print Media challenges against Electronic media and New Media.