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Register Number :

7875

Name of the Candidate :

DIPLOMA EXAMINATION DECEMBER 2013.

(MASS COMMUNICATION)

(PART – I)

110 — PRINCIPLES OF MASS COMMUNICATION

Time : Three hours

Maximum : 100 marks

SECTION A

Answer any FIVE questions.

(5 × 8 = 40)

Each answer not to exceed 200 words.

1. Describe the functions of communications.
2. Explain SMR.
3. Write about media organizations.
4. Discuss media and social responsibility.
5. What is the theory of libertarian?
6. What is infotainment?
7. Comment on Mass culture.
8. Discuss the issues involved in media monopoly.
9. Explain the ethical aspects of mass media.
10. Write about media and its accountability.

SECTION B

Answer any THREE questions

(3 × 20 = 60)

All questions carry equal marks.

11. (a) Illustrate Media Systems and theories.

Or

- (b) Distinguish Intra–Personal from Inter–Personal Communications.

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12. (a) Explain cultural Integration and cultural pollution.

Or

(b) Explain the importance of Rights to Information system.

13. (a) Comment on communication and socialization.

Or

(b) Comment on the ownership patterns of Mass media.

14. (a) Analyse public opinion and democracy in Mass Media.

Or

(b) Illucidate the characteristics and typology of Audiences.

15. (a) Discuss the significance of the freedom of speech and expression.

Or

(b) The contribution of Mass Media to society – Discuss.
