Reg No:..... K24FY1337
Name :.....

First Semester FYUGP Journalism Examination NOVEMBER 2024 (2024 Admission onwards) KU1DSCJMC101 (FUNDAMENTALS OF COMMUNICATION)

(DATE OF EXAM: 2-12-2024)

Time : 120 min Maximum Marks : 70

Part A (Answer any 6 questions. Each carries 3 marks)

1. What is "encoding" in the communication process? 3
2. Define "channel" in the communication process. 3
3. Identify two major channels of mass communication. 3
4. Explain the purpose of advertisements in mass media. 3
5. What is the purpose of public service announcements in mass media? 3
6. Explain the concept of media globalization. 3
7. Describe the role of media in a democracy. 3
8. Define "cultural context" in communication studies. 3

Part B (Answer any 4 questions. Each carries 6 marks)

9. Draft a plan for using mass media to inform the public about a disaster. 6
10. Draft an outline for a news broadcast addressing environmental concerns. 6
11. Design a public service announcement (PSA) script for radio on road safety. 6
12. Design a weekly radio programme on social responsibility. 6
13. Create an infographic illustrating the differences between Semiotic and Process Schools of communication. 6
14. Develop a podcast episode discussing the impact of McLuhan's work on modern media studies. 6

Part C (Answer any 2 question(s). Each carries 14 marks)

15. (a) Compare and contrast Aristotle's model with the Lasswell model. 7
    (b) Evaluate the importance of feedback in Schramm's cyclic communication model. 7
16. (a) Evaluate the role of "noise" in Lasswell's communication model. 7

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(b) Analyse the role of noise in the effectiveness of Shannon and Weaver's communication model. 7

17. (a) Compare the impact of physical and psychological barriers in virtual meetings. 7

(b) Discuss the role of proxemics in influencing communication in different cultures. 7

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