

ST. PHILOMENA'S COLLEGE (AUTONOMOUS), MYSORE**PG DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION****QUESTION BANK (Revised LOCF - 2021)****FIRST YEAR- FIRST SEMESTER (2021 Batch)****QP Code:82121****Course Title (Paper Title):
Foundation to Journalism & Mass Communication**

Unit	Sl. No	Questions	Marks
1	1.	How is the word communication derived from?	2
1	2.	What do you mean by "Diurnals"?	2
1	3.	Where is the word Journalism derived from?	2
1	4.	Who are Heavy Viewers?	2
1	5.	Which is known as Fourth Estate of democracy?	2
1	6.	Define Morgue	2
1	7.	Who is a Stringer?	2
1	8.	Define Unbiased & Apolitical	2
1	9.	Define Journalism	2
1	10.	What is an interactive media?	2
1	11.	Define Folk Media	2
1	12.	Give 4 examples for folk media	2
1	13.	What is Inverted Pyramid?	2
1	14.	What are 5W's & 1 H?	2
1	15.	What does Article 370 stand for?	2
1	16.	What is a soft news?	2
1	17.	On basis of Purpose & Style classify kinds of communication	2
2	18.	On basis of information flow classify types of communication	2
2	19.	Point out the different elements of communication	2
2	20.	What is a communication noise?	2
2	21.	Point out the different elements of communication	2
2	22.	Who coined the word global village?	2
2	23.	Mention different Levels of Communication	2
2	24.	Define Communication	2

2	25.	Define Verbal & Non - Verbal Communication	2
2	26.	Define Formal & Informal Communication	2
3	27.	Name classification of models of communication	2
3	28.	What is Semantic Noise?	2
3	29.	Expand ABC	2
3	30.	Graphically represent Aristotle Model of Communication	2
3	31.	What is Semantic Noise?	2
3	32.	What is Grapevine?	2
3	33.	Define Linear Model of Communication	2
3	34.	Who proposed SMCR model of communication?	2
3	35.	Expand SMCR in communication model	2
3	36.	Define Redundancy	2
3	37.	Who proposed Helical Model of Communication?	2
3	38.	Expand INS	2
3	39.	Expand NWIM	2
3	40.	Name a press organisation in Karnataka	2
3	41.	Name any 2 press organisation	2
3	42.	Who is the present chairman of Karnataka <i>Madhyama</i> Academy	2
3	43.	Define Entropy	2
3	44.	Expand PIB	2
3	45.	Who Proposed ABX Model	2
4	46.	Define Penny Press	2
4	47.	Define Magic Bullet Theory	2
4	48.	Define Yellow Journalism	2
4	49.	What is Penny Press?	2
4	50.	Who proposed Diffusion of Innovation Theory?	2
4	51.	Who are laggards?	2
4	52.	As per Uses & Gratification Theory, what are Cognitive needs?	2
4	53.	As per Uses & Gratification Theory, what are Affective needs?	2
4	54.	What are different types of viewers as per Cultivation Theory?	2
4	55.	What is enculturation?	2

4	56.	Name different kinds of agenda	2
4	57.	Define Priming	2
4	58.	Define Framing	2
4	59.	Who proposed Four Theories of Press?	2
4	60.	Name 4 theories in Four theories of press	2
1	61.	Examine the role and responsibility of a journalist	10
1	62.	Define journalism & Bringout the importance of journalism	10
1	63.	Explain the functions of Journalism as a field?	10
1	64.	Discuss unique characteristics of mass media	10
1	65.	Critically evaluate print media vs. broadcast media	10
1	66.	The future is interactive media. Analyze	10
1	67.	Folk media still has potential to effectively communicate to masses. Comment	10
2	68.	Define Communication and explain any 3 models of communication	10
2	69.	Explain the different kinds of communication and bring out advantages and disadvantages	10
2	70.	Define Communication and discuss the scope of it.	10
2	71.	Critically evaluate the functions of Communication	10
2	72.	Examine the different types of communication	10
2	73.	Briefly describe various levels of communication	10
3	74.	Briefly explain the functions of any two professional bodies of journalism in India	10
3	75.	Write note on any 2 professional media organization	10
3	76.	What are the functions of AINEC & NWMI	10
3	77.	How can communication models be classified? Explain one from each	10
3	78.	Critically examine Berlo's Model of communication	10
3	79.	Evaluate Shanon & Weaver's Model of Communication	10
3	80.	Lasswel's Model still holds good while understanding communication function. Discuss	10
3	81.	Analyze Osgood & Schramm Model of Communication	10
3	82.	Comment on Aristotle & Dance's Model of Communication	10
3	83.	Gerbner's model of communication suits well to contemporary scenario. Comment	10

3	84.	Briefly describe the functions of any 2 Media organisation	10
3	85.	Expand NWMI. Why do you think there is need for such organisation?	10
3	86.	Explain New Comb's Model of Communication	10
3	87.	Explain Riley & Riley's Model of Communication	10
4	88.	People believe in whatever they see in media. Discuss	10
4	89.	Explain Diffusion of Innovation model?	10
4	90.	The needs drive people to use media in certain ways. Argue	10
4	91.	Television is a medium of socialization & enculturation. Justify	10
4	92.	The theory believes that, media cultivates or creates a worldview that, although possibly inaccurate, becomes the reality and we base our judgments of everyday worlds on that reality. Comment	10
4	93.	Media sets the agenda for the society. Comment	10
4	94.	Explain any Authoritarian Theory of Press	10
4	95.	Explain Social Responsibility Theory of Press	10
4	96.	Explain Libertarian Theory of Press	10
4	97.	Explain Soviet Communist Theory of press	10
4	98.	Comment on the status of press in Four Theories of Press	10
4	99.	The current media scenario relates much to the social responsibility theory. Appraise	10
4	100.	Analyse Cognitive Dissonance theory in light of media usage	15
1	101.	Define communication. Explain its nature and scope.	15
1	102.	Write a comparative note on different kinds of media	15
1	103.	Media is alleged of being more and more partisan. Investigate	15
1	104.	Discuss role of alternative media/support media in the era of digital technology	15
1	105.	Write a note on any three of the following; (a) Print Media (b) Broadcast Media (c)OOH (d) Interactive Media	15
1	106.	Write a note on any three of the following; (a) Folk Media (b) Inverted Pyramid (c)Elements of Communication (d) In formal Communication	15
2	107.	Critically evaluate the role played by media in times of Pandemic	15
2	108.	Explain the different kinds of communication and bring out advantages and disadvantages	15
2	109.	Write a note on any three of the following types of communication; (a) Verbal (b) Non - Verbal (c) Formal (d) Informal	15

2	110.	Write a note on any three of the following; (a) Inter Personal Communication (b) Intra Personal Communication (c)Group Communication (d) Mass Communication	15
2	111.	Write a note on any three of the following; (a) Grapevine (b) Heterogeneous Audience (c) Mass Communication (d) 5W's 1 H	15
3	112.	Write a note on any three of the following; (a) Aristotle Model (b) Helical Model (C)Berlo's Model (d) Shanon & Weaver Model	15
3	113.	Write a note on any three of the following; (a) Linear Model (b) Transactional Model (c)Interactive Model (d) Diffusion of Innovation	15
3	114.	Write a note on any three of the following; (a) New Comb's Model (b)Laswell Model (c) Riley's Model (d) Osgood & Schramm's Model	15
3	115.	Write a note on any three of the following; (a) Cognitive Need (b) Tension Free Need (c) Affective Need (d) Social Integrative Need	15
3	116.	Write a note on any three of the following; (a) Framing (b) Priming (c)Gate Keeping (d) Penny Press	15
4	117.	Describe four theories of press	15
4	118.	The media is used a s tool for attitude change. Comment	15
4	119.	The dissonance causes the disruption in world view. Analyze	15
4	120.	Discuss the factors that led to the origin of Normative theories	15
4	121.	Comment on current role of media in light of social responsibility theory	15
4	122.	Critically evaluate the role of press in four theory of press	15
4	123.	Elaborate on aspects of Diffusion of Innovation Theory	15
4	124.	Critically evaluate the Theory of Uses & Gratification	15
4	125.	Bring out the salient features of Theory of Cultivation Analysis	15
4	126.	Examine the aspects of Agenda Setting Theory in current media scenario	15
4	127.	Write a note on any three of the following; (a) Uses & Gratification Theory (b) Theory of Diffusion of Innovation (c)Agenda Setting Theory (d) Theory of Cognitive Dissonance	15
4	128.	Write a note on any three of the following; (a) Heavy Viewers (b) Light Viewers (c) Enculturation (d) Priming	15
4	129.	Write a note on any three of the following; (a) Authoritarian Theory (b) Libertarian Theory (c)Social Responsibility Theory (d) Soviet Media Theory	15
4	130.	Magic bullet theory is more a liner model. Analyze	15

MODEL QUESTION PAPER FOR MA JOURNALISM AND MASS COMMUNICATION

		QP Code:
ST. PHILOMENA'S COLLEGE (AUTONOMOUS), MYSORE		
FIRST SEMESTER – COURSE M. COM FINAL EXAMINATION		
Subject: FOUNDATION TO JOURNALISM & MASS COMMUNICATION		
Title: FOUNDATION TO JOURNALISM & MASS COMMUNICATION		
Time: 3 hours		Max Marks: 70
PART-A		
Answer any FIVE of the following:		2x5=10
1	What is Semantic Noise?	
2	Which is known as Fourth Estate of democracy?	
3	On basis of Purpose & Style classify kinds of communication	
4	Expand NWIM	
5	Define Priming	
6	Who proposed Four Theories of Press?	
PART-B		
Answer any THREE of the following:		3x10= 30
9	Explain the different kinds of communication and bring out advantages and disadvantages	
10	Critically examine Berlo's Model of communication	
11	Media sets the agenda for the society. Comment	
12	Explain Social Responsibility Theory of Press	
PART-C		
Answer any TWO questions:		
14	Define communication. Explain its nature and scope.	2x15=30
15	Describe four theories of press.	
16	Bring out the salient features of Theory of Cultivation Analysis	

