

**M.A. DEGREE EXAMINATION, NOVEMBER 2018**  
**I Year I Semester**  
**Core Major -I**  
**INTRODUCTION TO COMMUNICATION**

**Time : 3 Hours**

**Max.marks :75**

**Section A** ( $10 \times 2 = 20$ ) Marks

Answer any **TEN** questions

1. Inter Personal communication
2. Culture
3. New Media
4. Opinion leaders
5. Gratification
6. Press Council
7. Early adaptars.
8. Noise
9. Decoding
10. Catharsis.
11. Adoption
12. Gatekeeper

**Section B** ( $5 \times 5 = 25$ ) Marks

Answer any **FIVE** questions

13. Explain agenda setting theory with its core function and example?
14. Control the media to protect and prevent the people from the national threats, Elucidate with reference to Authoritarian theory?
15. Television shapes the way individuals within society think and relate to each other, explain with reference to media effect theory?
16. Describe the nature and functions of mass communication?
17. Describe Critical Theory, its historical and political background?
18. Explain Media uses and what people gratify through media with reference to media theory?
19. Explain modernization theory with its functions?

**Section C** ( $3 \times 10 = 30$ ) Marks

Answer any **THREE** questions

20. Explain in detail Mass Culture with its trend in today's generation?
21. Explain in detail normative theory with its functions and examples?
22. What are media effects theories, explain any three with example?
23. Describe Diffusion of Innovation model with reference to adoption of Internet among people?
24. Technology is a tool of development, discuss in detail?

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