First Semester B.A. Examination, November/December 2016
(Semester Scheme)
(F + R) (CBCS) (2014 – 15 & Onwards)
JOURNALISM – I
Introduction to Communication and Media

Time : 3 Hours
Max. Marks : 100

Instructions: a) Answer all Parts.
b) Answer should be completely in English or in Kannada.

PART – A

I. Write short notes on any five. Each short note carry five marks. (5×5=25)

a) Communication Barriers

b) F.M. Radio

c) Multimedia

d) Group communication

e) Name plate

f) DTH

g) Yakshagana

P.T.O.
PART – B

II. Answer any three of the following. (3x10=30)
1) Explain the process of communication.
2) Explain the characteristics of mass communication.
3) Describe any two linear models of communication with diagrams.
4) List any five definitions of communication.
5) Discuss the characteristics of folk media.

PART – C

III. Answer any three of the following. (3x15=45)
1) Describe any three non-linear models of communication.
2) Examine the nature and scope of communication.
3) List the differences between interpersonal and intra personal communication.
4) Discuss the influence of new media on society.
5) Explain the characteristics of print media.