

(FOR THE CANDIDATES ADMITTED

23PEL3E3

DURING THE ACADEMIC YEAR 2023

ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : NOVEMBER 2024

M.A ENGLISH LITERATURE

MAXIMUM MARKS: 75

SEMESTER-III

TIME : 3 HOURS

23PEL3E3-JOURNALISM AND MASS COMMUNICATION

SECTION – A

(10X1=10 Marks)

Answer THE FOLLOWING QUESTIONS:

1. Which medium of mass communication allows for the widest global reach in real-time?  
a) Newspaper b) Television c) Social Media d) Radio
2. What is the primary purpose of advertising.  
a) To entertain b) To inform c) To educate d) To persuade
3. What is a positive effect of mass media.  
a) Misinformation b) Cultural homogenization  
c) Social awareness d) Increased consumerism
4. Which is a wireless technology is used for exchanging data over short distances in tele communication and Information Technology.  
a) Ethernet b) Bluetooth c) Fibre Optic d) DSL
5. Which platform is commonly used for blogging.  
a) Google Drive b) WordPress c) Microsoft Word d) Dropbox

ANSWER THE FOLLOWING IN ONE OR TWO SENTENCES:

6. What is a physical barrier in communication?
7. How does folk media differ from mass media?
8. Write a short note on role of mass media play in democracy.
9. When did the Information Revolution begin?
10. Name three popular social networking sites.

SECTION – B (5X5=25 Marks)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS:

11. a. Explain how does the Social Cognitive Theory is involved the process of learning through media. (OR)  
b. Explain how mass communication influences cultural norms and values.
12. a. Analyse what impact has citizen journalism had on traditional media. (OR)  
b. Explain how folk media contribute to the preservation of cultural heritage.

(CONT...2)

13. a. Explain how mass communication influences public opinion in modern society.

(OR)

b. Analyse how mass communication influence public opinion?

14. a. Elucidate on the potential challenges associated with the integration of new telecommunications technologies.

(OR)

b. Explain what role did the rise of social media play in the Information Revolution.

15. a. Compare and contrast the key differences between writing for radio and writing for television.

(OR)

b. Analyse how social networking sites influence interpersonal relationships.

**SECTION – C (5X8=40 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS:**

16. a. Attempt an essay on common barriers to effective communication.

(OR)

b. Discuss the communication theories with examples.

17. a. Explain the key characteristics of folk media, and how do they differ from modern media forms.

(OR)

b. Explain some challenges faced by folk media in the modern era, and how might they be addressed?

18. a. Explain how mass communication plays in shaping cultural norms and values.

(OR)

b. Discuss the positive effects of mass communication on education.

19. a. Analyze the rise of mobile technology influencing everyday life and work practices.

(OR)

b. Discuss the Information Revolution influencing the global economy and labor markets.

20. a. Discuss how the writing for online platforms differ from traditional media like radio and television.

(OR)

b. Analyse how can social networking sites be used effectively for professional networking.

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