Register Number :

Name of the Candidate :

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B.A. DEGREE EXAMINATION, 2011

(ENGLISH AND COMMUNICATION)

(SECOND YEAR)

(PART - III)

(PAPER - V)

660. INTRODUCTION TO COMMUNICATION STUDIES

May]   [Time : 3 Hours

Maximum : 100 Marks

SECTION - A   (5× 4 = 20)

Answer FIVE of the following questions.
All questions carry equal marks.

1.   What is the effect of medium in communication ?

2.   Write a note on models and modelling.

3.   Is communication linear or circular ?

Turn Over

4. Bring out the importance of feedback in communication.

5. What are the uses of convention ?

6. Differentiate between elaborate and restricted codes.

7. Describe binary oppositions.

8. What are boundary rituals ?

9. What is the role of cultural values in content analysis ?

10. How is ideology understood ?

SECTION - B   (4×20 = 80)

Answer FOUR of the following questions.
All questions carry equal marks.

11. Describe Lasswell's model of communication.

12. Explain the origin of the theory of communication.

13. List the categories of signs.

14. Write an essay on codes and commonality.

15. Describe the relationship between myth and social values.

16. Analyze "The Searchers" semiotically.

17. How are empirical methods useful in communication studies ?

18. Write short notes on the following :

    (a) Structured repetition.

    (b) Gratifications theory.

    (c) Categorization.

    (d) Ideology.