

B.A. DEGREE EXAMINATION, 2010
(ENGLISH AND COMMUNICATIONS)
(SECOND YEAR)
(PART - III)
(PAPER - V)

660. INTRODUCTION TO
COMMUNICATION STUDIES

May] [Time : 3 Hours

Maximum : 100 Marks

SECTION - A (5 × 4 = 20)

Answer any FIVE of the following questions.

All questions carry equal marks.

1. What is code ?
2. Why and how is communication a process ?
3. Define communication.
4. What is model and modeling ?
5. Define convention.
6. Distinguish between analogue and digital codes.
7. What is Arbitrary code ?
8. What is boundary rituals ?
9. Define empiricism.
10. Mention the uses of gratifications theory.

SECTION - B (4 × 20 = 80)

Answer any FOUR of the following questions.

All questions carry equal marks.

11. Explain Lasswell 's model.
12. What is the importance of Reduncy ?
13. [Write an essay](#) on semiotics.
14. Discuss elaborated and restricted codes.
15. What are the basic concepts in codes ?
- 16 Write about the process of signification.
- 17.Explain myth and social values.
18. Explain the following with examples :
 - (a) Information source.
 - (b) Modeling.
 - (c) Ideological analysis.
 - (d) Audience ethnographic.