

7400/AAO

OCTOBER 2008

INTRODUCTION TO COMMUNICATION

Time : Three hours

Maximum : 75 marks

PART A — (5 × 3 = 15 marks)

Answer any FIVE of the following in about a paragraph.

1. Define communication as a process.
2. Explain Lasswell model of communication.
3. List the functions of print media.
4. Discuss the nature of radio as a medium of communication.
5. Write short note on Song and Drama Division.
6. Explain the different types of computer network.
7. Distinguish Libel and slander.
8. Why advertisement is called as persuasive communication?

*M.A. advertising &
public relations*



PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following in about a page.

9. What are the characteristics of mass audience?
10. Explain Bullet theory in detail.
11. Explain any one theory of press in detail.
12. Outline the features of short film in detail.
13. Examine the various Folk forms of Tamilnadu.
14. Mention the role and responsibilities of Film Certification Board.
15. Briefly explain the development of Television in India.
16. Explain the status of electronic newspaper in India.

PART C — (2 × 15 = 30 marks)

Answer ALL questions.

17. (a) Explain TV, Press, Radio, and Film as advertising media.

Or

- (b) "Freedom of expression has always been emphasized as an essential basis for the democratic functioning of a society" : Why is it so?

18. (a) Explain the provisions of Article 19 of Indian Constitution.

Or

- (b) Explain the codes of ethics being observed by the state owned Doordharshan.
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