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Register Number:

Name of the Candidate:

B.A. DEGREE EXAMINATION, May 2015**(ENGLISH AND COMMUNICATION)****(SECOND YEAR)****(PART – III)****660. INTRODUCTION TO COMMUNICATION STUDIES**

Time: Three hours

Maximum: 100 marks

SECTION – A**Answer any FIVE questions****(5 × 4 = 20)**

1. Explain Jakobson's Model.
2. Write a note on Signs and Meanings.
3. Analyse Aesthetic Codes.
4. Bringout the significance of denotation and coronation.
5. Write a paragraph on the structure of Mass culture.
6. Outline the importance of non-verbal communication.
7. Differentiate Nature and Culture.
8. Elucidate poetic metaphor with an example.
9. What is Empiricism?
10. What are the Binary Oppositions?

SECTION– B**Answer any FOUR questions****(4 × 20 = 80)**

11. Explain the origin of the theory of communication.
12. Analyse the categories of signs with examples.
13. Elucidate the significance of Myth and Symbols.
14. Analyse "The Searchers" semiotically.
15. What are boundary rituals? Explain with examples.
16. Write an essay on content analysis and cultural values.
17. Write an essay on Elaborated and restricted codes.
18. Write short notes on the following:
 - a) Lasswell's Model
 - b) Structured Repetition
 - c) Arbitrary Codes
 - d) Ideological Analysis.
