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Register Number:

Name of the Candidate:

B.Sc. DEGREE EXAMINATION December 2014

(VISUAL COMMUNICATION)

(SECOND YEAR)

(PART-III)

210. COMMUNICATION CONCEPTS AND MEDIA ETHICS

Time: Three hours

Maximum: 100 marks

SECTION – A

(8×5=40)

Answer any EIGHT questions

1. Define organisational of interpersonal.
2. Explain forms in communication.
3. Define:
 - i) Message process
 - ii) Receiver process
4. Give reasonable restriction for media ethics.
5. Define press freedom.
6. Write the importance of cyber laws.
7. Define code of ethics.
8. Define cheque book Journalism.
9. Define fair comment.
10. Explain recent development of mass media.

SECTION – B

(3×20=60)

Answer any THREE questions

11. Explain about inter personal communication.
12. Explain in detail about media ethics.
13. Explain mass media.
14. Write detailed note on constitutional provision.
15. Write elaborate notes on cyber laws.
