

M.A. DEGREE EXAMINATION, APRIL 2018.

Journalism and Mass Communication

FOURTH SEMESTER

Paper – II – TRADITIONAL AND CULTURAL COMMUNICATION

Time : Three hours

Maximum : 75 marks

(No additional sheet will be supplied)

PART A — (5 × 3 = 15 marks)

Answer any FIVE questions, Each Question carries 3 marks.

Each answer should not exceed 1 Page.

1. Veedhi Natakalu.
2. Harikatha.
3. Janapada Geyalu.
4. Tolu Bommalaata.
5. Oggu Katha.
6. Jamukula Katha.
7. Culture and communication.
8. Traditional media of India.

PART B — (4 × 15 = 60 marks)

Answer ALL Questions, Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. Write the characteristics of traditional media. What is the advantage of using traditional media in communication?

Or

10. Write about List three forms of traditional media used to communicate development messages to people. Give examples of atleast three occasions/situations in which the traditional form of Communication takes place in a village.
11. List any two environmental issues for which you can use traditional media? Discuss how you would use traditional media for this purpose.

Or

12. Discuss the ways in which traditional forms of media can be preserved. What is the role of government and the media in protecting traditional forms of communication?

13. Describe the role of traditional media as a vehicle of communication and as a part of socio-cultural and ritualistic communication in Andhra Pradesh.

Or

14. Discuss the various models in Intercultural communication.

15. What are some of the benefits of studying intercultural and international communication?

Or

16. What are some of the global challenges that we face today? How can the study of intercultural and international communication help us address global challenges?

