

20U148

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Name: .....

Reg.No: .....

**FIRST SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2020**

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19U JOU1 C01 - INTRODUCTION TO COMMUNICATION & JOURNALISM**

(Journalism - Complementary Course )

(2019 Admission onwards)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

**Part A (Short answer questions)**

Answer *all* questions. Each question carries 2 marks.

1. Feedback.
2. Intra-personal communication.
3. Transmitter and signal.
4. Mention any two limitations of a newspaper.
5. Mention any two strengths of radio.
6. BBC started world's first public TV service in \_\_\_\_\_ from \_\_\_\_\_
7. Article 19(2)
8. Libel.
9. U/A
10. Explain the concept of Sting operation.
11. The Daily Courant started publication from \_\_\_\_\_ on \_\_\_\_\_
12. Mirat-ul-Akbar.
13. Deepika.
14. Deshabhimani.
15. Ramnath Goenka.

(Ceiling: 25 Marks)

**Part B (Paragraph questions)**

Answer *all* questions. Each question carries 5 marks.

16. 'Public health campaigns may also create unnecessary fear in public minds.' Comment.
17. Brief history of film in India.
18. Interactivity in new media as a dynamic feature.
19. Positive effects of introducing online newspapers.
20. Gandhi's publications.
21. Are the present-day media trapped in sensationalism? Share your observations.
22. Analyse any popular literary publication in Malayalam of your choice.
23. Kandathil Varghese Mappilai.

**(Ceiling: 35 Marks)**

**Part C (Essay questions)**

Answer any *two* questions. Each question carries 10 marks.

24. 'Democratic participant theory has much to do with the requirements of contemporary society.'  
Elaborate.
25. Recent trends in social media.
26. Prepare an essay on PCI.
27. Role of christian missionaries in laying the foundation for Malayalam journalism.

**(2 × 10 = 20 Marks)**

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