

19U244S

(Pages: 3)

Name.....

Reg. No.....

**SECOND SEMESTER B.A. DEGREE EXAMINATION, APRIL 2020**

(CUCBCSS – UG)

(Supplementary/Improvement)

**CC17U JOU1 C01 & CC17U JOU2 C01 – INTRODUCTION TO COMMUNICATION  
AND JOURNALISM & NEWS REPORTING AND EDITING**

(Journalism - Complementary Course)

(2017, 2018 Admissions)

Time: Three Hours

Maximum: 80 Marks

(Part I and Part II must be attended separately)

**Section A**

Answer *all* questions. Each question carries ½ mark.

Part I

1. \_\_\_\_\_ is the theory developed by David Berlo.  
(mathematical model, SMCR Model, Circular model, None of these)
2. Expand ABC  
(Audit Bureau of Circulation, American Bureau of Circulation, Agent Bureau of Circulation)
3. Defamation through Print media is known as \_\_\_\_\_  
(Libel, Slander, Obscenity, None of these)
4. \_\_\_\_\_ is the first newspaper in India.  
(Rajyasamachar, Bengal Gazette, Calcutta Journal, Indian Opinion)
5. Bengal Gazette was one of the major newspaper in India, started in \_\_\_\_\_  
(1789, 1780, 1830, 1870)
6. UNI has emerged as one of the largest \_\_\_\_\_ in India  
(Advertising Agency, News Agency, Public Relation Agency)

(6 × ½ = 3 Marks)

Part II

7. A Reporter who is a young newspaper Journalist and is still being trained is known as \_\_\_\_\_  
(Sub editor, Liner, Stringer, Cub)
8. \_\_\_\_\_ is the face of a newspaper.  
(Article, banner, Feature, Editorial).

(1)

**Turn Over**

9. A \_\_\_\_\_ is a large headline in a news paper that stretches across the front page  
(Skyline, Kicker, Banner)
10. \_\_\_\_\_ is the first Malayalam journal in Kerala  
(Deepika, Rajyasamacharam, Bhashaposhini, Hicky gazette)
11. \_\_\_\_\_ are self-employed and report news stories and other information on an as-needed basis for various organizations.  
(chief editor, sub editor, freelancer, stringer)
12. Shannon and Weaver model of communication was created in \_\_\_\_\_  
(1948, 1879, 1910, 1929)

(6 × ½ = 3 Marks)

**Section B**Answer any *five* questions. Each question carries 2 marks.

## Part I

13. White space
14. Sadharanikaran
15. James Augustus Hicky
16. Proximity
17. Ear panel
18. Advertorial

(5 × 2 = 10 Marks)

## Part II

19. Ombudsman
20. Beat
21. Lead
22. Hard news
23. Mast Head
24. Cutline

(5 × 2 = 10 Marks)

**Section C**Answer any *three* questions. Each question carries 5 marks.

## Part I

25. Explain the functions and dysfunctions of mass communication.
26. Explain the characteristics of radio as a medium of communication.

(2)

27. Explain the reasonable restrictions of freedom of speech and expression enshrined in the Indian Constitution.

28. Explain the types of communication with examples

(3 × 5 = 15 Marks)

## Part II

29. Explain the relevance of an alternative media.
30. Elucidate the roles of a journalist.
31. Explain the concept 'global village'.
32. Characteristics of TV as a medium of mass communication.

(3 × 5 = 15 Marks)

**Section D**Answer any *one* question. Each question carries 12 marks.

## Part I

33. Explain the scope and purpose of communication models substantiating it with the models of major theoreticians.
34. Argue the role of 'Facebook' as a tool of political communication.

(1 × 12 = 12 Marks)

## Part II

35. Give a critique of mass media in India.
36. Elucidate the characteristics of film as a medium of mass communication.

(1 × 12 = 12 Marks)

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(3)