

**23U230**

(Pages: 2)

Name: .....

Reg.No: .....

**SECOND SEMESTER B.A. DEGREE EXAMINATION, APRIL 2024**  
(CBCSS - UG)  
(Regular/Supplementary/Improvement)  
**CC19U JOU2 C01 - INTRODUCTION TO COMMUNICATION AND 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. Communication.
2. Harold Lasswell.
3. Stimulus response theory.
4. Mention any two characteristics of a true newspaper.
5. Mention any two limitations of radio.
6. Lumiere Brothers.
7. TRP
8. Netiquette.
9. Online journalism employs a combination of \_\_\_\_ and \_\_\_\_.
10. Corporate censorship.
11. The Daily Courant started publication from \_\_\_\_ on \_\_\_\_
12. Indian Opinion.
13. Press Commission.
14. Coporatisation of media.
15. Pothen Joseph.

**(Ceiling: 25 Marks)**

**Part B** (Paragraph questions)

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

16. Differentiate interpersonal communication and intrapersonal communication.

17. 'Media exposure can go wrong sometimes'. Comment.
18. Article 19(1) of Indian constitution.
19. Defences against defamation.
20. 'Sting operations can be positive and negative'. Share your understandings.
21. Stages of Malayala Manorama's evolution.
22. Analyse any popular literary publication in Malayalam of your choice.
23. Dr. Herman Gundert.

**(Ceiling: 35 Marks)**

**Part C (Essay questions)**

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

24. Prepare an essay on the advertising and marketing possibilities in social media.
25. Contributions of James Augustus Hicky and James Silk Buckingham towards Indian journalism.
26. Role of christian missionaries in laying the foundation for Malayalam journalism.
27. Explain the role of Malayalam press during the freedom struggle.

**(2 × 10 = 20 Marks)**

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