

19U227

(Pages: 2)

Name :

Reg.No :

SECOND SEMESTER B.A. DEGREE EXAMINATION, APRIL 2020

(CBCSS - UG)

CC19U JOU1(2) C01 : INTRODUCTION TO COMMUNICATION & JOURNALISM

(Journalism - Complementary)

(2019 Admission - Regular)

Time: 2.5 Hrs

Max. Marks: 80

Credit: 4

Section - A

I. Short answer questions. Each question carries 2 marks.

1. Communication
2. Lasswell model of communication
3. Development media theory
4. Paid news
5. Article 19 (1) of Indian Constitution
6. Sting operation
7. State Information Commission
8. Doctrina Christa
9. Mirat- Ul- Akbar
10. Newspaper Developemnt Commission
11. Deepika
12. Swarad
13. Madhyamam
14. K P Kesavamenon
15. TN Gopakumar

(Ceiling: 25 Marks)

Section - B

II. Paragraph questions. Each question carries 5 marks

16. What are the different types of non-verbal communication?
17. Discuss the characteristics of new media
18. Which are the censor certificates issued by CBFC? Discuss
19. Explain the role of press during first war of Indian independence
20. Analyse the role of Indian press during the internal emergency period
21. Briefly discuss about the publications of political parties and religious groups in Malayalam
22. Discuss the contributions of Swadeshabhimani Ramakrishna Pillai to Malayalam journalism
23. Elucidate the contributions of Leela Menon to Indian journalism

(Ceiling: 35 Marks)

Section - C

III. Essay questions. Answer any two questions.

24. What are the functions and dysfunctions of mass communication? Discuss
25. Compare and contrast the advantages of print media and electronic media
26. Discuss the challenges faced by contemporary Indian Press
27. Critically examine the impact of Malayala Manorama and Mathrubhumi among the Kerala audience

(2 × 10 = 20 Marks)
