

24U163S

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Name: .....

Reg.No: .....

**FIRST SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2024**

(CBCSS - UG)

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

(Journalism - Complementary Course)

(2019 to 2023 Admissions - Supplementary/Improvement)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

**Part A (Short answer questions)**

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

1. Dhama and Bhatnagar defines communication as a process of \_\_\_\_.
2. Extra-personal communication.
3. Lasswell's model of communication derived out of the study on \_\_\_\_ of the year \_\_\_\_.
4. Four Theories of the Press.
5. Mention any two advantages of a newspaper.
6. Internet Radio.
7. Gulf war was covered by \_\_\_\_ in the year \_\_\_\_.
8. Interactivity.
9. The term 'weblog' was coined by \_\_\_\_ in \_\_\_\_.
10. Article 19(2).
11. Corporate censorship.
12. Movable type was invented by \_\_\_\_ around \_\_\_\_.
13. Harijan.
14. Manorama.
15. Sharada was published from \_\_\_\_ under the propretorship of \_\_\_\_

**(Ceiling: 25 Marks)**

**Part B (Paragraph questions)**

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

16. Brief history of film in India.
17. Twitter as a platform for opinion formation and opinion leadership.
18. Plagiarism as a major challenge in the field of academics.

19. Contributions of Raja Ram Mohan Roy.
20. Point out the main objectives of Press Council.
21. Are the present-day media trapped in sensationalism? Share your observations.
22. 'The evolution of press in Kerala was largely influenced by the christian missionaries which existed then.' Comment your views.
23. TN Gopakumar as a familiar face and an Indian journalist.

**(Ceiling: 35 Marks)**

**Part C (Essay questions)**

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

24. Dysfunctions of mass communication.
25. RTI paves way for transparent information dissemination in the society.' Share your observations.
26. Prepare a brief write-up on the early literary publications in Malayalam.
27. Swadeshbhimani.

**(2 × 10 = 20 Marks)**

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