

**25U163S**

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Name: .....

Reg.No: .....

**FIRST SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2025**

(CBCSS - UG)

**CC19UJOU1C01 - INTRODUCTION TO COMMUNICATION AND JOURNALISM**

(Journalism - Complementary Course)

(2019 to 2023 Admissions - Supplementary)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

**Part A** (Short answer questions)

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

1. Reinforce.
2. Expand SMCR.
3. Mention any two limitations of a newspaper.
4. Radio Mirchi.
5. Mention any two strengths of TV.
6. Article 19(2).
7. Fair comment.
8. CBFC
9. Movable type was invented by \_\_\_\_ around \_\_\_\_.
10. Sambad Kaumudi.
11. The first Press Commission came into force in \_\_\_\_ and was headed by \_\_\_\_.
12. Coporatisation of media.
13. Benjamin Bailey.
14. Deepika.
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. Write about any five elements of communication.

17. Can you communicate with sounds alone? Share your views based on the importance of non-verbal communication.
18. Stimulus response theory and contemporary media activism.
19. History of internet.
20. Gandhi's publications.
21. Analyse any popular literary publication in Malayalam of your choice.
22. Contributions of Ramnath Goenka to Indian journalism.
23. Kandathil Varghese Mappilai.

**(Ceiling: 35 Marks)**

**Part C (Essay questions)**

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

24. Films can bring changes in society and culture.' Comment.
25. Blogs as a space for personal expression.
26. Influence of social media in public life.
27. Explain the role of Malayalam press during the freedom struggle.

**(2 × 10 = 20 Marks)**

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