

**19U243S**

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Name.....

Reg. No.....

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

(CUCBCSS – UG)

**CC15U JOU1 C01 & CC15U JOU2 C01 – INTRODUCTION TO COMMUNICATION AND JOURNALISM & NEWS REPORTING AND EDITING**

(Journalism - Complementary Course)

(2015, 2016 Admission - Supplementary)

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. RTI Act was established in the year \_\_\_\_\_
2. Write any two limitations of print media.
3. Communication derived from the word \_\_\_\_\_
4. Who invented mathematical model of communication?
5. Lasswell's model of communication was established in the year of \_\_\_\_\_
6. Name the other term for interpersonal communication

(6 × ½ = 3 Marks)

Part II

7. Expand AP & AFP
8. Name the founder of Reuters.
9. PageMaker is \_\_\_\_\_ software.
10. Who is the chief editor of Malayala Manorama?
11. Libel is a written \_\_\_\_\_
12. Name any two investigative journalists.

(6 × ½ = 3 Marks)

**Section B**

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

Part I

13. S-M-C-R
14. News Portals
15. Citizen Journalism
16. Article 191(A)
17. Types of Mass Media
18. Limitations of Radio

(5 × 2 = 10 Marks)

Part II

19. Chief Editor
20. Middles
21. Advertorials
22. Inverted Pyramid Style
23. Types of Headlines
24. Editorial

(5 × 2 = 10 Marks)

**Section C**

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

Part I

25. What are the different characteristics of New Media?
26. Explain the principles of Journalism.
27. What are the elements of Communication?
28. What are the various advantages and disadvantages of print media?

(3 × 5 = 15 Marks)

Part II

29. What are the general rules of editing in newspaper?
30. What are the different types of reporting?
31. Explain investigative journalism.
32. What are the principles of translation?

(3 × 5 = 15 Marks)

**Section D**

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

Part I

33. Trace out major models of communication
34. Write an essay on 'Right to Information Act'.

(1 × 12 = 12 Marks)

Part I

35. Explain the organizational structure of a News Bureau?
36. What is feature? Explain various types of features.

(1 × 12 = 12 Marks)

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