

20U227

(Pages: 2)

Name:

Reg.No:

SECOND SEMESTER B.A. DEGREE EXAMINATION, APRIL 2021

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U JOU1(2) C01 - INTRODUCTION TO COMMUNICATION & 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. George Gerbner defines communication as a _____ through messages.
2. Mention any two characteristics of public communication.
3. Circular model was developed by _____ and _____.
4. Hutchins Commission.
5. Expand ISBS and AIR.
6. India Vision.
7. Article 19 (1)
8. Slander.
9. The Daily Courant started publication from _____ on _____.
10. The second Press Commission came into force in _____ and was headed by _____.
11. Coporatisation of media.
12. Rajyasamacharam.
13. Keraliya Suguna Bodhini started printing on _____ from _____.

14. Madhyamam.
15. Kuldip Nayyar.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Brief history of print media.
17. Brief history of film in India.
18. Media blogs help to promote the objectives and goodwill of media organizations.' Comment.
19. Explain the significance of censorship in journalism.
20. Sting operations can be positive and negative.' Share your understandings.
21. Share your understandings on the contributions of Serampore Missionaries to the Indian print media history.
22. Prepare brief write-ups on Kerala Mitram and Kerala Patrika.
23. Dr. Herman Gundert

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Mass communication is the biggest and most complex form of communication.' Elaborate.
25. Prepare an essay on the advertising and marketing possibilities in social media.
26. Analyse the role of Gandhiji as a journalist in the light of his valuable contributions to the Indian journalistic history.
27. Prepare a brief write-up on the early literary publications in Malayalam.

(2 × 10 = 20 Marks)
