

21U151

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Name:

Reg.No:

FIRST SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U JOU1 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. Effect.
2. Encoding.
3. Define the concept 'communication models.'
4. Stimulus response theory is also known as ____ and ____.
5. Internet was first developed in ____ in the year ____.
6. The first Indian newspaper to launch an internet edition is ____ in the year ____.
7. RTI stands for ____ and was introduced in the year ____.
8. Censorship.
9. Movable type was invented by ____ around ____.
10. Samachar Darpan.
11. Harijan.
12. Paschimodayam.
13. Swarad.
14. Sharada was published from ____ under the proprietorship of ____.
15. Kuldip Nayyar.

(Ceiling: 25 Marks)

Part B (Paragraph questions).

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

16. 'Paid news practice derails the actual journalism from the ethical standards.' Share your observations.
17. History of radio in India.
18. Analyse the limitations of TV.
19. Article 19(1) of Indian constitution.
20. 'Sting operations can be positive and negative.' Share your understandings.
21. 'Media has turned out to be a commercial product in many ways.' Substantiate the statement with suitable example.
22. Prepare brief write-ups on Vidya Vilasini and Vidya Vinodini.
23. Kandathil Varghese Mappilai.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Functions of mass communication.
25. 'Films can influence public opinions.' Share your thoughts.
26. Write an essay on the importance of press freedom in journalism.
27. Write an essay on some of the important publications of political parties and religious groups in Kerala.

(2 × 10 = 20 Marks)
