

22U151

(Pages: 2)

Name: .....

Reg.No: .....

**FIRST SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2022**

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19U JOU1 C01 - INTRODUCTION TO COMMUNICATION AND 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. Proxemics.
2. Aristotle's model focuses on \_\_\_\_\_ and the emphasis is on \_\_\_\_\_
3. Libertarian theory was proposed by \_\_\_\_\_ and \_\_\_\_\_
4. Acta Diurna.
5. Lumiere Brothers.
6. Vlogs.
7. Me Too.
8. RTI stands for \_\_\_\_\_ and was introduced in the year \_\_\_\_\_
9. Explain the concept of Sting operation.
10. The Daily Courant started publication from \_\_\_\_\_ on \_\_\_\_\_
11. Young India.
12. Coporatisation of media.
13. Mathrubhumi.
14. Keraliya Suguna Bodhini started printing on \_\_\_\_\_ from \_\_\_\_\_
15. Deshabhimani.

**(Ceiling: 25 Marks)**

**Part B (Paragraph questions)**

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

16. Write about any five elements of communication.

17. Public health campaigns may also create unnecessary fear in public minds.' Comment.
18. Briefly analyse the strengths of radio.
19. History of internet.
20. Reasonable restrictions.
21. Share your understandings on the contributions of Serampore Missionaries to the Indian print media history.
22. Prepare brief write-ups on Vidya Vilasini and Vidya Vinodini.
23. Contributions of Ramnath Goenka to Indian journalism.

**(Ceiling: 35 Marks)**

**Part C (Essay questions)**

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

24. TV cartoons as a means of innocent entertainment for children.
25. Types of censorship.
26. Second Press Commission and its recommendations.
27. Role of christian missionaries in laying the foundation for Malayalam journalism.

**(2 × 10 = 20 Marks)**

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