

22U230

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Name: .....

Reg.No: .....

**SECOND SEMESTER B.A. DEGREE EXAMINATION, APRIL 2023**

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19U JOU2 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. Effect.
2. Define the concept 'communication models'.
3. Magic bullet theory
4. All India Radio Live offers programmes mainly in \_\_\_\_ and \_\_\_\_ languages.
5. Internet.
6. Travel blogs.
7. Facebook.
8. Libel.
9. Movable type was invented by \_\_\_\_ around \_\_\_\_.
10. Indian Opinion.
11. The first Press Commission came into force in \_\_\_\_ and was headed by \_\_\_\_.
12. Rajyasamacharam.
13. Manorama.
14. Keraliya Suguna Bodhini started printing on \_\_\_\_ from \_\_\_\_.
15. Madhyamam.

**(Ceiling: 25 Marks)**

**Part B** (Paragraph questions)

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

16. Explain any five functions of mass communication.

17. Critically analyse any one news story that appeared in a main stream newspaper in terms of contents and presentation.
18. History of TV in India.
19. Article 19(1) of Indian constitution.
20. Contempt of Court Act.
21. 'Sting operations can be positive and negative'. Share your understandings.
22. Analyse any popular literary publication in Malayalam of your choice.
23. TN Gopakumar as a familiar face and an Indian journalist.

**(Ceiling: 35 Marks)**

**Part C (Essay questions)**

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

24. Importance of communication in the contemporary society.
25. Films can bring changes in society and culture.' Comment.
26. Contributions of James Augustus Hicky and James Silk Buckingham towards Indian journalism.
27. Swadeshahimani.

**(2 × 10 = 20 Marks)**

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