

23U153

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Name:

Reg.No:

FIRST SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2023

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U J0U1 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. Noise.
2. Personal stage.
3. Ethicise.
4. Magic bullet theory.
5. Explain the concept of Community Radio.
6. TV broadcast in India started on _____.
7. Internet.
8. Troll.
9. Censorship.
10. The Daily Courant started publication from _____ on _____
11. Samachar Darpan.
12. Coporatisation of media.
13. BMS
14. Sharada was published from _____ under the propretorship of _____
15. Deshabhimani.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Advantages of newspaper.

17. Types of blogs.
18. Reasonable restrictions.
19. RTI
20. Plagiarism as a major challenge in the field of academics.
21. Freedom movement and the press.
22. Prepare brief write-ups on Kerala Mitram and Kerala Patrika.
23. Kandathil Varghese Mappilai.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Explain any three communication models of your choice.
25. Films can influence public opinions.' Share your thoughts.
26. First Press Commission and its recommendations.
27. Prepare brief profiles of S Sadanand and Kuldeep Nayyar, including their valuable contributions to the society.

(2 × 10 = 20 Marks)
