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Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2024**

Mass Communication and Journalism

JOU 1 (2) C01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

(2019—2023 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer Type)*All questions can be answered.**Each question carries 2 marks.**(Ceiling 25 marks)*

1. Shannon and Weaver's model of communication.
2. Intrapersonal communication.
3. Mass media .
4. Definition of communication.
5. Community radio.
6. Malayala Manorama.
7. Asianet News.
8. Club FM.
9. Citizen Journalism.
10. Instagram.
11. Plagiarism.
12. Defamation.
13. Raja-Ram Mohan Roy.
14. Rajya Samacharam.
15. Pothen Joseph.

Turn over

Section B (Paragraph/ Problem Type)

All questions can be answered.

Each question carries 5 marks.

(Ceiling 35 marks)

16. Discuss on the different elements of communication.
17. Explain Aristotle's model of communication.
18. Elucidate the 24 × 7 news channels in India.
19. What are the different characteristics of Radio ?
20. Discuss about the different characteristics of new media.
21. Explain Right to Information Act.
22. Briefly explain about the sting operations in media with suitable examples.
23. Discuss in detail about the role of Serampore missionaries.

Section C (Essay Type)

*Answer any **Two** of the following questions.*

Each question carries 10 marks.

24. Explain in detail about the different types of communication.
25. Mention in detail about the challenges faced by print media in the digital world.
26. Discuss about the evolution of print media in India.
27. Point out the prominent personalities of Indian Journalism and their contributions so far.

(2 × 10 = 20 marks)

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Mass Communication and Journalism

JOU 1 (2) C01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

(2019—2022 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Each question carries 2 marks each.**Ceiling 25 Marks.*

1. Communication dysfunction.
2. Magic Bullet Theory.
3. NDTV 24 × 7.
4. Encoding.
5. City Correspondent.
6. Radio Mirchi.
7. Yellow Journalism.
8. UNI.
9. E-Newspaper.
10. Fake News.
11. Al-Ameen.
12. Leela Menon.
13. Publicity.
14. 19 1(a).
15. Exclusive Story.

Turn over

Section B

Each question carries 5 marks each.

Ceiling 35 Marks.

16. Explain any *two* normative theories of the press
17. Discuss the strengths and limitations of FM Radio
18. Explain the provisions made by the Press Commission.
19. What is a sting operation ? Explain using an Example
20. How important is ethics to the profession of Journalism ?
21. Explain the role of the press in the freedom movement in India.
22. Discuss the role of the media in a democratic society.
23. What is Contempt of Court ? Explain using a case study.

Section C

*Answer any **two** out of four.*

Each question carries 10 marks.

24. Discuss the role of the Malayalam press during the freedom struggle.
25. How did the Emergency in 1975 alter the course of the media in the country ?
26. Elaborate on the challenges that new media poses to traditional mass media platforms.
27. Analyze the contribution made by any *two* prominent Indian journalists for the development of this country.

(2 × 10 = 20 marks)

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**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2022**

Mass Communication and Journalism

JOU 1(2) C01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A*Answer any number of questions each not exceeding 50 words.**Each question carries 2 marks.**Ceiling of marks for Part A is 25.*

1. Noise.
2. Areopagitica.
3. Gate keeping.
4. Fact checking sites.
5. Group communication.
6. The Social Dilemma.
7. The Wire.
8. Vidya Vinodhini.
9. Incitement to an offence.
10. Friend of India.
11. First press commission.
12. Internet shutdown.
13. Deepika.
14. Calcutta Journal.
15. David Berlo.

Part B*Answer any number of questions each not exceeding 100 words.**Each question carries 5 marks.**Ceiling of marks for Part B is 35.*

16. Describe with suitable examples the role of opinion leader and opinion followers.
17. Explain the important dysfunctions of mass media.
18. Examine the advantages and limitations of new media.
19. Examine the challenges faced by print media in India.
20. Define fake news. What is the role of social media in circulating fake news ?

Turn over

21. Place your arguments for and against film certification.
22. Describe the contributions of Gujarati born Devji Bhiji to Malayalam journalism.
23. Write a note on the contributions of K.P. Kesava Menon.

Part C

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

24. What is sting operation ? Discuss the ethical dimensions of sting operation by analyzing recent examples.
25. Critically examine the journalism practiced by Swadeshabhimani Ramakrishna Pillai.
26. What are communication models ? Explain Mathematical and Aristotle's model of communication with appropriate illustrations.
27. Discuss the relevance and limitations of Gandhian journalism.

(2 × 10 = 20 marks)

C 22189

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SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2022

Mass Communication and journalism

JOU 1(2) C 01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer atleast ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall ceiling 30.*

1. Intra personal communication.
2. Democratic participant theory.
3. Community radio.
4. OTT.
5. Troll.
6. ERNET.
7. Fair comment.
8. Plagiarism.
9. Paid news.
10. *Bengal Gazette.*
11. *Paschimodayam.*
12. Kandathil Varghese Mappilai.
13. *Kannadi.*
14. K. Jayachandran.
15. Control research.

(10 × 3 = 30 marks)

Turn over

Section B

Answer atleast five questions.

Each question carries 6 marks.

All questions can be attended.

Overall ceiling 30.

16. Examine the role and relevance of Aristotle's model of communication.
17. 'More than a mere entertainment medium, films can be powerful tools of informing people and shaping their opinions'. Explain with examples.
18. What is citizen journalism ? Provide suitable examples.
19. Define defamation. What are the defenses for a journalist in a defamation case ?
20. Analyse the issues of increasing corporatisation of media in India.
21. Describe the contributions of Serampore Missionaries to Indian language journalism.
22. Write a note on the early literary publications in Malayalam.
23. Critically analyse the journalistic style of K. Balakrishna Pillai.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. What are normative theories of the press ? How relevant are these theories in the present context ?
25. What is the future of radio as a mass medium ? Discuss the scope of this medium in the digital era.
26. Examine the empowering possibilities of Right To Information Act in India.
27. Why do we consider Rajaram Mohan Roy as the father of Indian journalism ?

(2 × 10 = 20 marks)

C 4466

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Name.....

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**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

Mass Communication and Journalism

JOU 1 (2) C 01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer at least **ten** questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Herman Gundert.
2. Keralamithram.
3. Serampore Missionaries.
4. Defamation.
5. CBFC.
6. On-line Newspaper.
7. Contempt of Court.
8. Swadesabhimani Ramakrishna Pillai.
9. Laswell's model of communication.
10. Community Radio.
11. Non-verbal Communication.
12. Citizen Journalism.
13. PCI.
14. Paid News.
15. James Silk Buckingham.

(10 × 3 = 30 marks)

Turn over

Section B

*Answer at least **five** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Evaluate the contribution of Raja Ram Mohun Roy as a journalist.
17. Explain the elements of communication process with diagram.
18. Describe the challenges posed by the cyber media on print media.
19. What is normative theory of mass communication ?
20. Explain the importance of RTI Act 2005.
21. Analyse the restrictions imposed on the media during the emergency period. (1975-77).
22. Explain the role of community radio in making harmony and integrity among people.
23. Examine the role of Doordarshan as a Public Service Broadcaster.

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.*

Each question carries 10 marks.

24. Critically assess the relevance of Gandhian journalism in the present age.
25. What is the importance of models in communication ? Briefly describe the Shannon and Weaver's model.
26. How do modern communication technology transformed the mass media ?
27. Have the mass media brought about a transformation in the behaviour of people ? What is your view ? Examine the role of media in the modern society.

(2 × 10 = 20 marks)

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Name.....

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SECOND SEMESTER B.A./B.Sc. DEGREE EXAMINATION, APRIL 2020

(CBCSS—UG)

Mass Communication and Journalism

JOU 1(2) C01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

The questions carry 2 marks each.

Ceiling : 25 marks.

1. Article 19 (1) (a).
2. Encoding.
3. Noise.
4. Kandathil Varughese Mappillai.
5. *Rajya Samacharam*.
6. Message.
7. Plagiarism.
8. Shannon and Weaver.
9. Sting operation.
10. Group communication.
11. Kinesics.
12. *Kerala Mithram*.
13. Social media.
14. Vlog.
15. Communication model.

Section B

The questions carry 5 marks each.

Ceiling : 35 marks.

16. Explain the functions of the Central Board of Film Certification.
17. Discuss the elements of communication.
18. Examine the restrictions imposed by the Constitution on Freedom of speech and expressions in India.
19. What is the relevance of online journalism ?
20. Discuss Authoritarian theory of the press.
21. Outline Aristotle's Mass communication model.
22. Discuss role of press during the Emergency era (1975-77).
23. Comment on the relevance of citizen journalism.

Turn over

Section C

Answer any two questions.

Each question carries 10 marks.

- 24. Examine the role and importance of mass communication in our society.
- 25. Critically examine the advantages and disadvantages of new media.
- 26. Explain the important types of communication.
- 27. Elucidate the strengths and limitations of print media.

(2 × 10 = 20 marks)