K23U 4049

Reg. No.:

I Semester B.A. Degree (C.B.C.S.S. – O.B.E. – Regular/Supplementary/ Improvement) Examination, November 2023 (2019 Admission Onwards) COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM

1C01JNL: Introduction to Mass Communication

Time: 3 Hours

Max. Marks: 40

PART - A

Answer all questions. Each question carries 1 mark.

- 1. Intra personal Communication
- 2. Psychological Barrier
- 3. Encode
- 4. Digital Media
- 5. MacBride

6. Global Village.

 $(6 \times 1 = 6)$

PART - B

Answer any 6 questions not exceeding 75 words. Each question carries 2 marks.

- 7. Differentiate between Group and Mass Communication.
- 8. Discuss the relevance of New Media.
- 9. Explain the importance of Non-verbal Communication.
- 10. Narrate social responsibility theory.
- 11. Discuss the Impact of Media imperialism.

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- 12. Write a note on Stimulus Response theory.
- 13. Write a note on 'Big Fours'.
- 14. Discuss the roles of Opinion leaders in Communication. (6×2=12)

PART - C

Answer any 4 questions not exceeding 150 words. Each question carries 3 marks.

- Explain on any two linear models of Communication.
- 16. Narrate the significance of Circular Model of Communication.
- 17. Write a note on strength and limitations of Radio as a medium.
- 18. Discuss on the Four theories of Press.
- 19. Explain the significance of Gate Keeping Process.
- 20. Narrate on the censorship of media content and its impact on creative content development. (4×3=12)

PART - D

Answer any 2 questions not exceeding 300 words each. Each question carries 5 marks

- 21. Discuss the relevance of cinema as a popular medium.
- 22. Narrate the significance of self-regulation in social media content management.
- 23. Analyse the relevance of trolls and memes as the tools of political communication.
- 24. Evaluate the scope of folk media as an effective instrument for social change.

.noilsomermoo ischew-nool to eonshoom (2x5=10)

	K22U 3397 08 USSA
Reg. No.:	12. Al Jazeera (2)
Name :	13. Freedom of Expression
Improvement) Examination (2019 Admission COMPLEMENTARY ELECTIV	ion Onwards)
Time: 3 Hours noinige stiduq gnimot a-	Libert cesm s as noisive Max. Marks : 40 20 31
	16. Explain the selective theories of recode.
PAR	17. Write notes on UNI, PTI and ANI.
Answer all questions. Each question carri	es 1 mark. Discuss the relevance of the Norman 1 as
1. Global village luger lies a success and gl	19. Examine the difference between state control
Stimulus response theory	20. How to get public information using ST 41, 2
3. SMCR Model	C TRAP
Selective retention	Answer any 2 questions not exceeding 300 words:
5. Reporters without Borders	21. What are the different types of Augmunia Man
6. Trolls and memes.	(6v1-6)
6. Troils and memes.	potentials.
Answer any six questions not exceeding	75 words. Each question carries 2 marks.
7. Intrapersonal communication	24. 'Still triere is an imbalance in news flow among reasons for this Imbalance?

9. Social Responsibility Theory

10. Magic Bullet Theory

11. Slander

P.T.O.

K22U 33972EE USSN 12. Al Jazeera 13. Freedom of Expression 14. Marshal McLuhan. qqu2 \taugen = Regular \ Supplement (6x2=12) me2 ! improvement) Examination, November 2022 () and the sea may (PART - CnoissimbA etos) COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM FOR ISE SEE Answer any 4 questions not exceeding 150 words. Each question carries 3 marks. 15. Discuss the role of television as a mass medium in forming public opinion. anothe a smill Explain the selective theories of media. 17. Write notes on UNI, PTI and ANI 18. Discuss the relevance of the Normative Theories of the Press. and another press. 19. Examine the difference between state censorship and media's self regulation. voent seno(4×3=12) mil 2 20. How to get public information using RTI Act, 2005 ? 3. SMCR Model PART - D 4. Selective retention Answer any 2 questions not exceeding 300 words. Each question carries 5 marks. 5. Reporters without Borders 21. What are the different types of communication? 6. Trolls and memes 22. Differentiate between electronic and print media citing their characteristics and potentials. 23. How media help to foster democracy? Spriow of philosophies and should be supported by the second 24. 'Still there is an imbalance in news flow among the nations' - What are the (2×5=10) reasons for this imbalance? 8. Third world 9. Social Responsibility Theory 10. Magic Bullet Theory े के एक बातिया कि लिए महत्त "रियाद निर्धित पर उस कि लक्ष" (St. 11. Slander P.T.O.

Reg.	No.	:	
Name	e :		

I Semester B.A. Degree (CBCSS – OBE – Regular Supplementary/
Improvement) Examination, November 2021

(2019 Admission Onwards)

COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM
1C 01 JNL: Introduction to Mass Communication

Time: 3 Hours Max. Marks: 40

PART - A

Answer all questions. Each question carries 1 mark.

- 1. Feedback.
- 2. Public sphere.
- 3. Folk media.
- Trolls.
- 5. Vividh Bharati.
- 6. AP.

 $(6 \times 1 = 6)$

PART - B

Answer any six questions not exceeding 75 words. Each question carries 2 marks.

- 7. SMCR.
- 8. Target audience.
- 9. David K. Berlo.
- Gatekeeping.
- 11. MacBride Commission Report.

P.T.O.

K21U 6755



- 12. Digital India.
- Blogosphere.
- Group communication.

 $(6 \times 2 = 12)$

PART - C

Answer any 4 questions not exceeding 150 words. Each question carries 3 marks.

- 15. What is two-step flow theory?
- 16. What are the different types of communication ?
- 17. Explain Helical model of communication.
- Elaborate on the various communication barriers.
- 19. What is the difference between censorship and self-regulation?
- 20. What is called information superhighway?

 $(4 \times 3 = 12)$

PART - D

Answer any two of the following not exceeding 300 words. Each question carries 5 marks.

- Describe the characteristics of new communication technologies and their potential for rural development in India.
- 22. Analyse the scope and limitations of radio as a mass communication device.
- 23. Chronicle the history of television in India by highlighting the milestones.
- The internet has democratised journalism and revitalised democracy.
 Comment. (2x5=10)

18. Section 66 of IT Act.

20. What is Mac Bride Commission ?

21. Describe the functions of mass media.

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Reg. No.:

Name :

I Semester B.A. Degree CBCSS (OBE) Reg./Sup./Imp.

Examination, November 2020

(2019 Admn. Onwards)

COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM

1C01JNL: Introduction to Mass Communication

Time: 3 Hours

17. Write a short note on any three interalitrariews agencies

Answer all questions. Each question carries 1 mark:

- 1. Channel.
- 2. Rhetoric.
- 3. IT Act.

PART - D

- Answer any two of the following not exceeding 300 words each 051 V. sibem xlo7.
- 5. Models.
- 6. AP.

2 (6=1×6) about strength and limitations of Radio as a mass medium.

23. What are the barriers of communics@crtaAq

Answer any six questions not exceeding 75 words. Each question carries 2 marks :

- 7. Xinhua.
- 8. Osgood and Schramm model of communication.
- 9. Opinion leader.
- 10. Memes.
- 11. Global village.

K20U 3298

- 12. Libel.
- 13. Article 19(1) (a).
- 14. Inter personal communication. (6×2=12)

Examination No ember 2020

Answer any 4 questions not exceeding 150 words. Each question carries 3 marks : C01JNL: Introduction to Mass Communication

- 15. Differentiate between censorship and self regulation.
- Explain about individual difference theory.
- 17. Write a short note on any three international news agencies.
- 18. Section 66 of IT Act.
- 19. Media imperialism.

0.T.9

20. What is Mac Bride Commission?

 $(4 \times 3 = 12)$

PART - D

Answer any two of the following not exceeding 300 words each:

- 21. Describe the functions of mass media.
- 22. Write about strength and limitations of Radio as a mass medium.
- 23. What are the barriers of communication?
- 24. Explain about normative theories of media. Hospital for engineering xia v (2×5=10)

Answer all questions. Each question carries 1 mark

Reg. No.:.... Name:

I Semester B.A Degree (CBCSS (OBE) - REGULAR) Examination, November - 2019 (2019 ADMISSION)

COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM 1C 01 JNL : INTRODUCTION TO MASS COMMUNICATION

Max. Marks: 40 Time: 3 Hours

PART - A constroom teoliolain and easi. 02

Answer All questions. Each question carries 1 mark.

- New media. AP.o agovi apetusy, makov. . nomenoum mo nemaji no volisiri ani edati. . 15
- 2.
- Dyadic communication. 22. What do you mean by a communication thoop 3.
- Community radio. 4.
- Semantic noise. 5.
- Intimate stage. 6.

to lock sylpatia address to the PART - B to least traising on ob virty. As

Answer any Six questions not exceeding 75 words. Each question $(6 \times 2 = 12)$ carries 2 Marks.

- Dysfunctions of mass media. 7.
- Right to Information act. 8.
- Dance Helical model of Communication.
- 10. Folk media.
- 11. SITE.
- 12. Gate Keeping.



Dickeoping

- 13. Stimulus response theory
- 14. Digital divide

PART - C

Answer any four questions not exceeding 150 words. Each question carries 3 marks. (4x3=12)

- 15. What are the challenges of print media?
- 16. Explain Aristotelian model of communication?
- 17. Differentiate between verbal and non-verbal communication.
- 18. Explain the elements of communication
- 19. What are the characteristics of feedback in communication?
- 20. Trace the historical importance of Radio in India.

PART - D

Answer any two questions not exceeding 300 words each. (2x5=10)

- 21. Trace the history of human communication. Explain various types of communication?
- 22. What do you mean by a communication theory? Discuss different types of communication theories?
- 23. Elucidate the term new media. Describe the challenges of print media in the digital era.
- 24. Why do we consider Mass communication as the most effective tool of communication ?