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Reg. No. : ....

Name : ....

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.

(6×1=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.

P.T.O.

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.

15. 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. **(2×5=10)**

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K22U 3397

I Semester B.A. Degree (C.B.C.S.S. – O.B.E. – Regular/ Supplementary/ Improvement) Examination, November 2022
(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. Global village

2. Stimulus response theory

3. SMCR Model

4. Selective retention

5. Reporters without Borders

6. Trolls and memes.

(6×1=6)

PART – B

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

7. Intrapersonal communication

8. Third world

9. Social Responsibility Theory

10. Magic Bullet Theory

11. Slander

P.T.O.

12. Al Jazeera

13. Freedom of Expression

14. Marshal McLuhan.

(6×2=12)

PART – C

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.

16. 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.

19. Examine the difference between state censorship and media's self regulation.

20. How to get public information using RTI Act, 2005 ?

(4×3=12)

PART – D

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

21. What are the different types of communication ?

22. Differentiate between electronic and print media citing their characteristics and potentials.

23. How media help to foster democracy ?

24. 'Still there is an imbalance in news flow among the nations' – What are the reasons for this imbalance ?

(2×5=10)

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P.T.O.

K21U 6755

Reg. No. : ....

Name : ....

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.

4. Trolls.

5. Vividh Bharati.

6. AP.

(6×1=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.

10. Gatekeeping.

11. MacBride Commission Report.

P.T.O.

12. Digital India.

13. Blogosphere.

14. Group communication. (6×2=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.

18. Elaborate on the various communication barriers.

19. What is the difference between censorship and self-regulation ?

20. What is called information superhighway ? (4×3=12)

PART – D

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

21. 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.

24. The internet has democratised journalism and revitalised democracy. Comment. (2×5=10)

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

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark :

1. Channel.

2. Rhetoric.

3. IT Act.

4. Folk media.

5. Models.

6. AP.

(6×1=6)

PART – B

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.

12. Libel.

13. Article 19(1) (a).

14. Inter personal communication.   (6×2=12)

PART – C

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

15. Differentiate between censorship and self regulation.

16. 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.

20. What is Mac Bride Commission ?   (4×3=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.   (2×5=10)

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Reg. No. : ....

Name : ....

K19U 3298

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

Time : 3 Hours

Max. Marks : 40

PART - A

Answer **All** questions. Each question carries **1** mark.　　　　(6×1=6)

1. New media.

2. AP.

3. Dyadic communication.

4. Community radio.

5. Semantic noise.

6. Intimate stage.

PART - B

Answer **any Six** questions not exceeding **75 words**. Each question carries **2** Marks.　　　(6×2=12)

7. Dysfunctions of mass media.

8. Right to Information act.

9. Dance Helical model of Communication.

10. Folk media.

11. SITE.

12. Gate Keeping.

P.T.O

13. Stimulus response theory

14. Digital divide

PART - C

Answer **any four questions** not exceeding 150 words. Each question carries **3** marks. (4×3=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. (2×5=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 ?

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