C 81904 (Pages : 3) Name...

Reg. No...................................

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

(CUCBCSS—UG)

Mass Communication and Journalism

JOU 1C 01 AND JOU 2C 01—INTRODUCTION TO COMMUNICATION AND
JOURNALISM AND NEWS REPORTING AND EDITING

(2017 Admissions)

Time : Three Hours   Maximum : 80 Marks

Section A

Answer all the following.
(Parts I and II must be attended separately)

PART I

1. Aristotle viewed communication as ——————.

2. Encoding is the process of ——————.

3. Communication between two persons is known as ——————.

4. Mathematical model of communication is introduced by ——————.

5. —————— is a personal media.

6. The word communication originated from ——————.

(6 × ½ = 3 marks)

PART II

7. Full form of BARC is ——————.

8. —————— is known as the unsung hero of a newspaper.

9. The term "fourth estate" is coined by ——————.

10. Morgue is ——————.

11. Advertorial is a combination of ——————.

12. —————— is a detailed account of a coming event.

(6 × ½ = 3 marks)

Turn over

Section B

Answer any **five** *of the following from each part.*

PART I

13. Feedback.

14. Intrapersonal communication.

15. Social media.

16. Context.

17. Gatekeeping.

18. Reinforcement.

(5 × 2 = 10 marks)

PART II

19. Foreign correspondent.

20. Layout.

21. Article 19 (1) (a).

22. Citizen journalism.

23. Bureau chief.

24. Prominence.

(5 × 2 = 10 marks)

Section C

Answer any **three** *of the following from each part in not more than* 100 *words.*

PART I

25. Describe mass communication.

26. What is agenda setting theory ?

27. Explain the implications of magic bullet theory.

28. Discuss the features of social media communication.

(3 × 5 = 15 marks)

PART II

29. Examine the principles of news writing.

30. Describe the important elements of news.

31. What are the duties of a sub-editor ?

32. What is data journalism ?

(3 × 5 = 15 marks)

Section D

Answer any **one** *of the following from each part.*

PART I

33. Describe the basic functionality and implications of the following models :

    (a) Aristotle's model of communication.

    (b) Lasswell's model of communication.

    (c) Westley and Maclean model of communication.

34. Analyze the functions of mass communication in the Indian context.

(1 × 12 = 12 marks)

PART II

35. Discuss how fake news and populism affect journalism.

36. Explain the strengths of radio and television in India.

(1 × 12 = 12 marks)