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Name.....

Reg. No.....

**FIRST SEMESTER B.A./B.Sc. DEGREE EXAMINATION
NOVEMBER 2020**

(CBCSS)

Mass Communication and Journalism

JOU 1(2) C01—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. FM Radio.
2. Troll.
3. Verbal communication.
4. *Malayala Manorama.*
5. T. N. Gopakumar.
6. *Kerala Patrika.*
7. RTI.
8. Mass Media.
9. 24 × 7 News Channels.
10. Community radio.
11. Press Council of India.
12. James Silk Buckingham.
13. *Bengal Gazette.*
14. Gate Keeping.
15. Hypodermic needle theory.

(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. Explain Social Responsibility theory.
17. Discuss Aristotle's model of communication.
18. Differentiate between new media and television.
19. Explain the contributions of Lasswell.
20. Define Libel. What are the defences against a libel suit ?
21. Critically evaluate the contributions of Ram Nath Goenka.
22. Explain the characteristics of radio.
23. Briefly describe the content of any women's publications in Malayalam.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Critically examine the sting operation with an example.
25. Examine the impact of digital media.
26. Discuss the role and relevance of libertarian theory of the press in the background of Article 19(1) (a).
27. Critically evaluate mass media in India.

(2 × 10 = 20 marks)