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(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021**

*BA* Mass Communication and Journalism

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

(2021 Admissions)

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. Kesari Balakrishnapilla.
- 2 Deepika.
- 3 Pothan Joseph.
- 4 Al-Ameem.
- 5 James Augustus Hicky.
- 6 Plagiarism.
- 7 Defamation.
- 8 Article 19(1)(a).
- 9 New media.
- 10 Blog.
- 11 Community radio.
- 12 Harol D Lasswell.
- 13 Non verbal Communication.
- 14 Feedback.
- 15 24x 7 News channels.

(10 × 3 = 30 marks)

**Turn over**

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**Section B**

*Answer at least five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

- 16 What is Communication ? Explain communication with Berlo's communication model.
- 17 Have the mass media brought about a transformation in the behavior of people ?
- 18 Mahatma Gandhi is one of the greatest journalists of India. Do you agree ?
- 19 Discuss about the development of Television in India.
- 20 What do you understand by Public Service Broadcasting ? Critically evaluate the role of radio as Public Service Broadcaster.
- 21 Do you think that Contempt of Court Act can put hindrances to the operation of the independent press ?
- 22 Critically discuss the impact of the recommendation of the Second Press Commission.
- 23 Analyze the contributions of Herman Gundert to Malayalam journalism.

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

- 24 The trends of journalism set by Raja Rammohan Roy influenced the reformist movement in India. - Explain.
- 25 Discuss about the development of Television in India.
- 26 What do you understand by journalistic ethics ? Briefly enumerate the Code of Ethics formulated by the Press Council of India.
- 27 How do modern communication technology transformed the mass media ?

(2 × 10 = 20 marks)