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(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2023**

Mass Communication and Journalism

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

(2019—2023 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Answer all questions.**Each question carries 2 marks.**Ceiling 25 marks.*

1. Laswell's model.
2. Noise.
3. The Statesman.
4. Pranoy Roy.
5. Freelancer.
6. Data Journalism.
7. Investigative Story.
8. AFP.
9. Film Certification.
10. Paid News.
11. Mathrubhumi.
12. Mahatma Gandhi.
13. Advertorial.
14. Disinformation.
15. Breaking News.

(Ceiling 25 marks)

**Turn over**

**Section B**

*Answer all questions.  
Each question carries 5 marks.  
Ceiling 35 marks*

16. Explain the Gatekeeping Model of Communication.
17. Briefly discuss the contributions of Community Radio.
18. Discuss the provisions of the 1st Press Commission.
19. What is the contribution of Kuldeep Nayar to Indian Journalism ?
20. How has the media changed in the 21<sup>st</sup> century ?
21. Discuss the important contributions made by Mahatma Gandhi to Indian Journalism.
22. Elaborate on the evolution of Kerala Kaumudi.
23. What are the advantages and disadvantages of citizen Journalism ?

(Ceiling 35 marks)

**Section C**

*Answer any two out of four.  
Each question carries 10 marks.*

24. Discuss the advantages of community radio for development using suitable examples.
25. 'The evolution of the internet has changed the future of mass media'. Explain.
26. Elaborate on the provisions made under The Right to Information Act of 2005.
27. Discuss the growth and development of the press in Kerala.

(2 × 10 = 20 marks)