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Name.....9.....

Reg. No.....

FIRST SEMESTER **B.A./B.Sc.** DEGREE EXAMINATION, NOVEMBER 2019  
(CBCSS—UG)

Mass Communication and Journalism

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

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

*The questions carry 2 marks each.*

*Ceiling : 25 marks.*

1. Headline.
2. Internet.
3. Sensationalism.
4. Decoding.
5. Communication Models.
6. PTL.
7. Haptics.
8. SMCR model.
9. Citizen Journalism.
10. Defamation.
11. James Augustus Hicky.
12. Paid News.
13. Deenabhandu.
14. Paschimodayam.
15. Kesari Balakrishna Pillai.

**Section B**

*The questions carry 5 marks each.  
Ceiling 35 marks.*

16. Enumerate the types of blogs.
17. What are the advantages of print media over radio and television ?
18. Explain intrapersonal communication.
19. Enumerate the Right to Information Act.
20. Briefly explain the evolution of Internet.
21. Examine the relevance of community radio in India.
22. Explain contempt of court with an example.
23. Enumerate the contributions of Mahatma Gandhi to Indian journalism.

**Section C**

*Answer any two questions.*

24. Define communication and explain the elements of communication.
25. Discuss the freedom of speech and expression in the Indian constitution.
26. Explain the role of Malayalam press during the freedom struggle.
27. Elucidate the strengths and limitations of radio and television.

(2 × 10 = 20 marks)