

C 82534

B.A

(Pages : 2)

Name.....

Reg. No..... 11

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

(CBCSS—UG)

Mass Communication and Journalism

JOU 1 (2) C 02—INTRODUCTION TO ELECTRONIC MEDIA

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

*The questions carry 2 marks each. Ceiling : 25 marks.*

1. Jasmine Revolution.
2. Cyber Laws.
3. Guglielmo Marconi.
4. Whats App.
5. Public Relations.
6. Radio Mango.
7. Multimedia.
8. Radio magazine programme.
9. Sender.
10. Radio jockeying.
11. Group communication.
12. AM stations.
13. Anti-corruption movement.
14. Verbal communication.
15. Decoding.

(Ceiling : 25 marks)

**Section B**

*The questions carry five marks each. Ceiling : 35 marks.*

16. Explain media convergence.
17. What is the function of feedback in communication ?
18. Differentiate between news writing and feature writing.
19. Define communication and explain the different types of communication.
20. Explain the organizational set up of AIR.
21. Explain the characteristics of online journalism.
22. 'A script is a soul of good radio programme'. Discuss.
23. How do social media act as a tool for news gathering ?

(Ceiling : 35 marks)

**Section C**

*Answer any two of the following among the four.*

24. Explain the various types of radio broadcasting.
25. Critically evaluate the impact of social media on consumers.
26. Give your comments on the dramatic revolution taking place in the news industry today.
27. Explain the functions and dysfunctions of mass communication.

(2 × 10 = 20 marks)