

C 22190

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Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2022**

Mass Communication and Journalism

JOU 1(2) C02—INTRODUCTION TO ELECTRONIC MEDIA

(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. Multimedia.
2. Receiver.
3. Podcast.
4. Vividh Bharati.
5. Interpersonal Communication.
6. Reddit.
7. Crowdsourcing.
8. Radio Jockeying.
9. Sound Effects.
10. Hashtag.
11. Cyber crime.
12. Radio Drama.
13. Satellite radio.
14. Breaking news.
15. Outside broadcasting.

(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. What are the principles of headline writing in online news ?
17. Describe the scope of social media as a tool for news gathering.
18. Analyse the similarities and differences between print and broadcast news.
19. Elaborate the important characteristics of new media.
20. Analyse the scope and relevance of private FM stations in Malayalam.
21. Explain the important provisions of IT Act 2000. Does it limit the freedom of expression ?
22. Examine the news determinants in cyberspace.
23. What are the different types of mass media ? Explain with examples.

(5 × 6 = 30 marks)

**Section C**

*Answer any **two** questions.*

*Each question carries 10 marks.*

24. Critically assess role of social media in Jasmine Revolution.
25. Describe with suitable examples the functions and dysfunctions of mass communication.
26. Trace the history and evolution of the internet.
27. Detail the characteristics, scope and limitations of radio as a mass medium.

(2 × 10 = 20 marks)