D 94100	(Pages: 2 + 4 = 6)	Name
		Reg. No

FIRST SEMESTER (CBCSS) DEGREE EXAMINATION, NOVEMBER 2020

Mass Communication and Journalism

JOU 1 (2) C 01-INTRODUCTION TO COMMUNICATION AND JOURNALISM

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. K.P. Kesavamenon.
- 2. Kerala Mithram.
- 3. James Silk Buckingham.
- 4. CBFC.
- Libel.
- 6. Contempt of Court.
- 7. Citizen journalism.
- 8. Social media.
- 9. Radio on mobile.
- 10. FM.
- 11. Magic Bullet theory.
- 12. Noise.
- 13. Mass media.
- 14. Rajyasamacharam.
- 15. S.Sadanand.

 $(10 \times 3 = 30 \text{ marks})$

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. Give your comment on the role of Serampore Baptist Missionary in Indian journalism.
- 17. Discuss the initiative of J. S. Buckinghum that provided impetus to Indian journalism.
- 18. Do you think the news agencies enriched the news coverage of the Indian press?
- 19. "When we communicate we try to establish commonness with someone." Explain the communication process in the light of the above statement.
- 20. What is feedback? Does feedback help make the communication process successful? Discuss with examples.
- 21. Why FM Channel is so popular? Do you think that this channel has brought remarkable changes in the radio broadcasting system of India?
- 22. Does RTI Act ensure freedom of citizens for getting what they require?
- 23. What is defamation? What are its exceptions?

 $(5 \times 6 = 30 \text{ marks})$

Section C

Answer any **two** questions. Each question carries 10 marks.

- 24. What do you understand by journalistic ethics? Briefly enumerate the Code of Ethics formulated by the Press Council of India.
- Mahatma Gandhi is one of the greatest journalists of India. Do you agree? Illustrate your answer.
- 26. How radio can be used as a medium to serve 'education for all'?
- 27. Define Communication. Do you think that communication plays a role in the socio economic development of country?

 $(2 \times 10 = 20 \text{ marks})$