

C 43285

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Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2023**

Mass Communication and Journalism

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

(2019—2022 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Each question carries 2 marks each.**Ceiling 25 Marks.*

1. Communication dysfunction.
2. Magic Bullet Theory.
3. NDTV 24 × 7.
4. Encoding.
5. City Correspondent.
6. Radio Mirchi.
7. Yellow Journalism.
8. UNI.
9. E-Newspaper.
10. Fake News.
11. Al-Ameen.
12. Leela Menon.
13. Publicity.
14. 19 1(a).
15. Exclusive Story.

Turn over

Section B

*Each question carries 5 marks each.
Ceiling 35 Marks.*

16. Explain any *two* normative theories of the press
17. Discuss the strengths and limitations of FM Radio
18. Explain the provisions made by the Press Commission.
19. What is a sting operation ? Explain using an Example
20. How important is ethics to the profession of Journalism ?
21. Explain the role of the press in the freedom movement in India.
22. Discuss the role of the media in a democratic society.
23. What is Contempt of Court ? Explain using a case study.

Section C

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

24. Discuss the role of the Malayalam press during the freedom struggle.
25. How did the Emergency in 1975 alter the course of the media in the country ?
26. Elaborate on the challenges that new media poses to traditional mass media platforms.
27. Analyze the contribution made by any *two* prominent Indian journalists for the development of this country.

(2 × 10 = 20 marks)