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Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2024**

Mass Communication and Journalism

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

(2019—2023 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A (Short Answer Type)***All questions can be answered.**Each question carries 2 marks.**(Ceiling 25 marks)*

1. Shannon and Weaver's model of communication.
2. Intrapersonal communication.
3. Mass media .
4. Definition of communication.
5. Community radio.
6. Malayala Manorama.
7. Asianet News.
8. Club FM.
9. Citizen Journalism.
10. Instagram.
11. Plagiarism.
12. Defamation.
13. Raja-Ram Mohan Roy.
14. Rajya Samacharam.
15. Pothen Joseph.

**Turn over**

**Section B (Paragraph/ Problem Type)**

*All questions can be answered.*

*Each question carries 5 marks.*

*(Ceiling 35 marks)*

16. Discuss on the different elements of communication.
17. Explain Aristotle's model of communication.
18. Elucidate the 24 × 7 news channels in India.
19. What are the different characteristics of Radio ?
20. Discuss about the different characteristics of new media.
21. Explain Right to Information Act.
22. Briefly explain about the sting operations in media with suitable examples.
23. Discuss in detail about the role of Serampore missionaries.

**Section C (Essay Type)**

*Answer any **Two** of the following questions.*

*Each question carries 10 marks.*

24. Explain in detail about the different types of communication.
25. Mention in detail about the challenges faced by print media in the digital world.
26. Discuss about the evolution of print media in India.
27. Point out the prominent personalities of Indian Journalism and their contributions so far.

(2 × 10 = 20 marks)