C 22189 (Pages : 2) Name...

Reg. No....................................

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

Mass Communication and journalism

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

(2021 Admissions)

Time : Two Hours and a Half Maximum : 80 Marks

Section A

Answer atleast **ten** *questions.*
Each question carries 3 *marks.*
All questions can be attended.
Overall ceiling 30.

1. Intra personal communication.

2. Democratic participant theory.

3. Community radio.

4. OTT.

5. Troll.

6. ERNET.

7. Fair comment.

8. Plagiarism.

9. Paid news.

10. *Bengal Gazette.*

11. *Paschimodayam.*

12. Kandathil Varghese Mappilai.

13. *Kannadi.*

14. K. Jayachandran.

15. Control research.

(10 × 3 = 30 marks)

Turn over

Section B

Answer atleast **five** *questions.*
Each question carries 6 *marks.*
All questions can be attended.
Overall ceiling 30.

16. Examine the role and relevance of Aristotle's model of communication.

17. 'More than a mere entertainment medium, films can be powerful tools of informing people and shaping their opinions'. Explain with examples.

18. What is citizen journalism ? Provide suitable examples.

19. Define defamation. What are the defenses for a journalist in a defamation case ?

20. Analyse the issues of increasing corporatisation of media in India.

21. Describe the contributions of Serampore Missionaries to Indian language journalism.

22. Write a note on the early literary publications in Malayalam.

23. Critically analyse the journalistic style of K. Balakrishna Pillai.

(5 × 6 = 30 marks)

Section C

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

24. What are normative theories of the press ? How relevant are these theories in the present context ?

25. What is the future of radio as a mass medium ? Discuss the scope of this medium in the digital era.

26. Examine the empowering possibilities of Right To Information Act in India.

27. Why do we consider Rajaram Mohan Roy as the father of Indian journalism ?

(2 × 10 = 20 marks)