

C 23963

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Name.....

Reg. No.....

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

Mass Communication and Journalism

JOU 1(2) C01—INTRODUCTION TO COMMUNICATION AND JOURNALISM
(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A

Answer any number of questions each not exceeding 50 words.

Each question carries 2 marks.

Ceiling of marks for Part A is 25.

- | | |
|------------------------------|-------------------------|
| 1. Noise. | 2. Areopagitica. |
| 3. Gate keeping. | 4. Fact checking sites. |
| 5. Group communication. | 6. The Social Dilemma. |
| 7. The Wire. | 8. Vidya Vinodhini. |
| 9. Incitement to an offence. | 10. Friend of India. |
| 11. First press commission. | 12. Internet shutdown. |
| 13. Deepika. | 14. Calcutta Journal. |
| 15. David Berlo. | |

Part B

Answer any number of questions each not exceeding 100 words.

Each question carries 5 marks.

Ceiling of marks for Part B is 35.

16. Describe with suitable examples the role of opinion leader and opinion followers.
17. Explain the important dysfunctions of mass media.
18. Examine the advantages and limitations of new media.
19. Examine the challenges faced by print media in India.
20. Define fake news. What is the role of social media in circulating fake news ?

Turn over

21. Place your arguments for and against film certification.
22. Describe the contributions of Gujarati born Devji Bhiji to Malayalam journalism.
23. Write a note on the contributions of K.P. Kesava Menon.

Part C

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

24. What is sting operation ? Discuss the ethical dimensions of sting operation by analyzing recent examples.
25. Critically examine the journalism practiced by Swadeshbhimani Ramakrishna Pillai.
26. What are communication models ? Explain Mathematical and Aristotle's model of communication with appropriate illustrations.
27. Discuss the relevance and limitations of Gandhian journalism.

(2 × 10 = 20 marks)