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(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.
5. 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 × 3 = 30 marks)

Turn over

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. Buckingham 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 × 6 = 30 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.
25. 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 × 10 = 20 marks)