K23U 4049

Reg. No.: .....

# I Semester B.A. Degree (C.B.C.S.S. – O.B.E. – Regular/Supplementary/ Improvement) Examination, November 2023 (2019 Admission Onwards) COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM

1C01JNL: Introduction to Mass Communication

Time: 3 Hours

Max. Marks: 40

PART - A

Answer all questions. Each question carries 1 mark.

- 1. Intra personal Communication
- 2. Psychological Barrier
- 3. Encode
- 4. Digital Media
- 5. MacBride

6. Global Village.

 $6 \times 1 = 6$ 

PART - B

Answer any 6 questions not exceeding 75 words. Each question carries 2 marks.

- 7. Differentiate between Group and Mass Communication.
- 8. Discuss the relevance of New Media.
- 9. Explain the importance of Non-verbal Communication.
- 10. Narrate social responsibility theory.
- 11. Discuss the Impact of Media imperialism.

#### K23U 4049



- 12. Write a note on Stimulus Response theory.
- 13. Write a note on 'Big Fours'.
- I Semester B.A. Degree (C.B.C.S.S. O.B.E. 14. Discuss the roles of Opinion leaders in Communication. (6×2=12)

#### PART - C

Answer any 4 questions not exceeding 150 words. Each question carries 3 marks.

- 15. Explain on any two linear models of Communication.
- 16. Narrate the significance of Circular Model of Communication.
- 17. Write a note on strength and limitations of Radio as a medium.
- 18. Discuss on the Four theories of Press.
- 19. Explain the significance of Gate Keeping Process.
- 20. Narrate on the censorship of media content and its impact on creative content development.  $(4\times3=12)$

#### PART - D

Answer any 2 questions not exceeding 300 words each. Each question carries 5 marks.

- 21. Discuss the relevance of cinema as a popular medium.
- 22. Narrate the significance of self-regulation in social media content management.
- 23. Analyse the relevance of trolls and memes as the tools of political communication.
- 24. Evaluate the scope of folk media as an effective instrument for social change.

(2×5=10) importance of Non-verbal Communication.

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Reg. No. :	12. Al Jazeera			
Name :	13. Freedom of Expression			
I Semester B.A. Degree (C.B.C.S.S. – O.B.E. – Regular/ Supplementary/ Improvement) Examination, November 2022 (2019 Admission Onwards)  COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM 1C01JNL: Introduction to Mass Communication				
Time: 3 Hours noinige oliduq gnimola-	Max. Marks: 40 oeld 31			
	16. Explain the selective theories of meda.			
PAR	17. Write notes on UNI, PTI and ANI. A-TI			
Answer all questions. Each question car	ries 1 mark. Samour ed the Norman Aram Care			
1. Global village requires sell requirements	19. Examine the difference between state coverable			
Stimulus response theory     SMCR Model	20. How to get public information using STE L. A. PART. D.			
4. Selective retention	Answer any 2 questions not exceeding 300 whose is			
5. Reporters without Borders	21. What are the different types of Communication?			
6. Trolls and memes	(8=1×8) 22. Differentiate between electronic and schomedia: potentials.			
Answer any six questions not exceeding	75 words. Each question carries 2 marks.			
7. Intrapersonal communication	24. 'Still there is an imbalance in news flow among reasons for this imbalance?			
8. Third world	Teasons for this minute in the crosser			
9. Social Responsibility Theory				

10. Magic Bullet Theory

11. Slander

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12	. Al Jazeera	Reg. No. :
13	. Freedom of Expression	Name: commence
14	S.S O.B.E Regular/ Suppl.nahuloM laderaM . amination, November 2022 - E. Harriston O-TRAP imission O-TRAP ECTIVE COURSE IN JOURNALISM deed above 121 pribosov for exotizeup A vos 1948	improvement) Ex
	ower any 4 questions not exceeding 150 words. Each	question carries 3 marks.
15.	Discuss the role of television as a mass medium in for	ming public opinion. Shours : 3 Hours
	Explain the selective theories of media.	
17.	Write notes on UNI, PTI and ANI.	
18.	Discuss the relevance of the Normative Theories of th	Answer all questions. Each reward
19.	Examine the difference between state censorship and	media's self regulation.
20.	How to get public information using RTI Act, 2005 ?	2. Stim(cr=6x4)onee theory
	जुलाबीतास की भवित बद्धांत व PART - D	3. SMCR Model
Ans	swer any 2 questions not exceeding 300 words. Each of	
21.	What are the different types of communication?	5. Reporters without Borders
	2. Differentiate between electronic and print media citing their characteristics and potentials.	
23.	How media help to foster democracy?	Answer any six questions not exce
24.	'Still there is an imbalance in news flow among the n reasons for this imbalance?	nations' – What are the
	पोस्टर विस्तवा प्रतीक है ?	8. Third world
	गंगा की अवस्था अब कैसी है ?	9. Social Responsibility Theory
		10. Magic Builet Theory 1 新 ibs
		11, Slander

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I Semester B.A. Degree (CBCSS – OBE – Regular/Supplementary/
Improvement) Examination, November 2021

(2019 Admission Onwards)

COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM
1C 01 JNL: Introduction to Mass Communication

Time: 3 Hours Max. Marks: 40

#### PART – A

Answer all questions. Each question carries 1 mark.

- 1. Feedback.
- 2. Public sphere.
- 3. Folk media.
- 4. Trolls.
- 5. Vividh Bharati.
- 6. AP.

 $(6 \times 1 = 6)$ 

#### PART - B

Answer any six questions not exceeding 75 words. Each question carries 2 marks.

- 7. SMCR.
- 8. Target audience.
- 9. David K. Berlo.
- 10. Gatekeeping.
- 11. MacBride Commission Report.

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#### K21U 6755



- 12. Digital India.
- 13. Blogosphere.
- 14. Group communication.

 $(6 \times 2 = 12)$ 

#### PART - C

Answer any 4 questions not exceeding 150 words. Each question carries 3 marks.

- 15. What is two-step flow theory?
- 16. What are the different types of communication?
- 17. Explain Helical model of communication.
- 18. Elaborate on the various communication barriers.
- 19. What is the difference between censorship and self-regulation?
- 20. What is called information superhighway?

 $(4 \times 3 = 12)$ 

#### PART - D

Answer **any two** of the following **not** exceeding **300** words. **Each** question carries **5** marks.

- 21. Describe the characteristics of new communication technologies and their potential for rural development in India.
- 22. Analyse the scope and limitations of radio as a mass communication device.
- 23. Chronicle the history of television in India by highlighting the milestones.
- 24. The internet has democratised journalism and revitalised democracy.

  Comment. (2×5=10)

18. Section 66 of IT Act.

20. What is Mac Bride Commission?

21. Describe the functions of mass media.

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Reg. No.: .....

Name : .....

I Semester B.A. Degree CBCSS (OBE) Reg./Sup./Imp.

Examination, November 2020

(2019 Admn. Onwards)

COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM

1C01JNL: Introduction to Mass Communication

15. Differentiate between censorship and self-regulation.

45. Differentiate between censorship and self-regulation.

46. Explain about individual difference theory.

17. Write a short note on any three interalitraries agencies.

Answer all questions. Each question carries 1 mark:

- 1. Channel.
- 2. Rhetoric.
- 3. IT Act.

PART - D

- Answer any two of the following not exceeding 300 words each lost visibem xlo? 4.
- 5. Models.
- 6. AP.

2 (6=1×6) about strength and limitations of Radio as a mass medium.

23. What are the barriers of communica@orTRA9

Answer any six questions not exceeding 75 words. Each question carries 2 marks :

- 7. Xinhua.
- 8. Osgood and Schramm model of communication.
- 9. Opinion leader.
- 10. Memes.
- 11. Global village.

#### K20U 3298

- 12. Libel.
- 13. Article 19(1) (a).
- 14. Inter personal communication. (6×2=12)

### Examination, November 2020

Answer any 4 questions not exceeding 150 words. Each question carries 3 marks : C01JNL: Introduction to Mass Communication

- 15. Differentiate between censorship and self regulation.
- 16. Explain about individual difference theory.
- 17. Write a short note on any three international news agencies.
- 18. Section 66 of IT Act.
- 19. Media imperialism.

0.7.9

20. What is Mac Bride Commission?

 $(4 \times 3 = 12)$ 

#### PART - D

Answer any two of the following not exceeding 300 words each:

- 21. Describe the functions of mass media.
- 22. Write about strength and limitations of Radio as a mass medium.
- 23. What are the barriers of communication?
- 24. Explain about normative theories of media.

Answer all questions. Each question carries 1 mark:

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Reg. No.:.... Name: .....

I Semester B.A Degree (CBCSS (OBE) - REGULAR) Examination, November - 2019 (2019 ADMISSION)

COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM 1C 01 JNL : INTRODUCTION TO MASS COMMUNICATION

Time: 3 Hours

Max. Marks: 40

## SANTE PART - A CONSTORING TRANSPORT OF

Answer All questions. Each question carries 1 mark. New media.

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- 2.
- Dyadic communication. youth notesimummed and meen boy object 1972. 3.
- Community radio. 4.
- Semantic noise. 5.
- Intimate stage. 6.

## to knowledge and an early PART - B or cold to lead on the Age

Answer any Six questions not exceeding 75 words. Each question  $(6 \times 2 = 12)$ carries 2 Marks.

- Dysfunctions of mass media. 7.
- Right to Information act. 8.
- Dance Helical model of Communication.
- 10. Folk media.
- 11. SITE.
- 12. Gate Keeping.

Systemetrone of mess media

prince Holse Light

- 13. Stimulus response theory
- 14. Digital divide

#### PART - C

Answer any four questions not exceeding 150 words. Each question carries 3 marks. (4x3=12)

- 15. What are the challenges of print media?
- 16. Explain Aristotelian model of communication?
- 17. Differentiate between verbal and non-verbal communication.
- 18. Explain the elements of communication
- 19. What are the characteristics of feedback in communication?
- 20. Trace the historical importance of Radio in India.

#### PART - D

Answer any two questions not exceeding 300 words each. (2x5=10)

- 21. Trace the history of human communication. Explain various types of communication?
- 22. What do you mean by a communication theory? Discuss different types of communication theories?
- 23. Elucidate the term new media. Describe the challenges of print media in the digital era.
- 24. Why do we consider Mass communication as the most effective tool of communication ?