C 81904

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Name...

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

SECOND SEMESTER B.A./B.Sc. DEGREE EXAMINATION, APRIL 2020

(CUCBCSS—UG)

Mass Communication and Journalism

JOU 1C 01 AND JOU 2C 01—INTRODUCTION TO COMMUNICATION AND JOURNALISM AND NEWS REPORTING AND EDITING

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

Answer **all** *the following.*

(Parts I and II must be attended separately)

PART I

1. Aristotle viewed communication as ————————-.

2. Encoding is the process of ——————.

3. Communication between two persons is known as ——————.

4. Mathematical model of communication is introduced by ——————.

5. —————————— is a personal media.

6. The word communication originated from ——————.

(6 × ½ = 3 marks)

PART II

7. Full form of BARC is ——————.

8. —————————— is known as the unsung hero of a newspaper.

9. The term "fourth estate" is coined by ——————.

10. Morgue is ——————.

11. Advertorial is a combination of ——————.

12. —————————— is a detailed account of a coming event.

(6 × ½ = 3 marks)

Turn over

Section B

Answer any **five** *of the following from each part.*

PART I

13. Feedback.

14. Intrapersonal communication.

15. Social media.

16. Context.

17. Gatekeeping.

18. Reinforcement.

(5 × 2 = 10 marks)

PART II

19. Foreign correspondent.

20. Layout.

21. Article 19 (1) (a).

22. Citizen journalism.

23. Bureau chief.

24. Prominence.

(5 × 2 = 10 marks)

Section C

Answer any **three** *of the following from each part in not more than* 100 *words.*

PART I

25. Describe mass communication.

26. What is agenda setting theory ?

27. Explain the implications of magic bullet theory.

28. Discuss the features of social media communication.

(3 × 5 = 15 marks)

PART II

29. Examine the principles of news writing.

30. Describe the important elements of news.

31. What are the duties of a sub-editor ?

32. What is data journalism ?

(3 × 5 = 15 marks)

Section D

Answer any **one** *of the following from each part.*

PART I

33. Describe the basic functionality and implications of the following models :

    (a) Aristotle's model of communication.

    (b) Lasswell's model of communication.

    (c) Westley and Maclean model of communication.

34. Analyze the functions of mass communication in the Indian context.

(1 × 12 = 12 marks)

PART II

35. Discuss how fake news and populism affect journalism.

36. Explain the strengths of radio and television in India.

(1 × 12 = 12 marks)