

QP Code : U24A072

Reg. No :

Name :

**ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20
I SEMESTER B.A/B.Sc/B.Com/BSW (FYUGP) DEGREE EXAMINATION,
November 2024**

**JOU1MN104 : Mass Media Essentials
2024 Admission Onwards
(Credits: 4)**

Time : 2 Hours

Maximum Marks : 70

Section A

[Answer all. Each question carries 3 Marks] (Ceiling: 24 Marks)

1. Define Communication in your own words. [BTL2]
2. Give three examples for channels in Mass Communication. [BTL2]
3. Identify any three types of Communication. [BTL1]
4. List the main functions of Mass Communication. [BTL2]
5. Define Beat Reporting. [BTL4]
6. What ethical principles guide Photojournalists? [BTL1]
7. Define Sting Operation. [BTL4]
8. What do you mean by Objectivity of news? [BTL4]
9. What is Skyline? [BTL1]
10. How can a caption enhance the viewer's understanding of a photo? [BTL3]

Section B

[Answer all. Each question carries 6 Marks] (Ceiling: 36 Marks)

11. Describe how Radio and Film differ in terms of their limitations and influence on audiences. [BTL4]
12. Explain different types of Mass Media and their key functions. [BTL4]
13. Summarize the advantages of New Media over older forms of Mass Media. [BTL4]
14. Interpret the key elements that make a story newsworthy. [BTL3]
15. How does Live news reporting differ from recorded news? [BTL3]
16. Explain what qualities are necessary for a reporter. [BTL1]
17. Discuss the importance of Language and Style in news writing. [BTL1]
18. Evaluate the importance of Balance in journalistic reporting. [BTL5]

Section C

[Answer any one. Each question carries 10 Marks] (1x10=10 Marks)

19. Explain advantages and disadvantages of writing in the Inverted pyramid style. [BTL3]
20. Elaborate the idea behind the term 'Citizen journalism'. [BTL5]

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