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(Pages : 2)

Name.....

Reg. No.....

SECOND SEMESTER B.A. DEGREE EXAMINATION, MAY 2018

(CUCBCSS—UG)

JOU 1C 01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

JOU 2C 01—NEWS REPORTING AND EDITING

(2014—2016 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer any **five** questions not exceeding 50 words.*

Each question carries 3 marks.

- | | |
|--------------------------|---------------------|
| 1. Decoding. | 6. Soft News. |
| 2. Verbal communication. | 7. Headlines. |
| 3. Internet. | 8. Bureau chief. |
| 4. Mass Media. | 9. News agencies. |
| 5. AIR. | 10. Sensationalism. |

(5 × 3 = 15 marks)

Part B

*Answer any **seven** questions not exceeding 100 words.*

Each question carries 5 marks.

11. Explain intrapersonal communication.
12. What is Aristotle's Model of communication ?
13. Write briefly on the birth of film.
14. Explain the advantages of web journalism.
15. Discuss the scope of Right to Information Act.
16. Discuss the nature and characteristics of newspapers.
17. Examine the qualities required of a news photographer.
18. What are the responsibilities of a chief editor ?
19. What are the different types of features ?
20. Write a note on any two international news agencies.

Turn over

21. Explain the structure of a news story.
22. Explain investigative journalism with recent examples from India.

(7 × 5 = 35 marks)

Part C

*Answer the following questions not exceeding 400 words.
Each question carries 15 marks.*

23. (a) Define communication and explain the elements of communication.

Or

- (b) Critically examine the role of social media as a political and educational tool.

24. (a) Examine the different sources of news.

Or

- (b) Discuss the general principles in writing headlines, subheads and captions.

(2 × 15 = 30 marks)