D 43309 (Pages 2) Name...

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

SECOND SEMESTER B.A. DEGREE EXAMINATION, MAY 2018

(CUCBCSS)

Complementary Course

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 (Part I and II must be attended separately)*

PART I

1. Narcotisation is an example of ————.

2. DTP is the abbreviation of ————.

3. ———— is known as the medium of laymen.

4. Internet is known as ———— of networks.

5. RTI was enacted in the year ————.

6. ———— are like magic bullets according to Magic Bullets Theory.

(6 × ½ = 3 marks)

PART II

7. The views of a newspaper appear on ———— page.

8. Back office of a newspaper is ———— department.

9. Advertisements appears in the form of editorial is ————.

10. Weblogs are commonly known as ————.

11. Letters to the editor are ————.

12. Specialised area of reporting is ————.

(6 × ½ = 3 marks)

Section B

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

PART I

13. Article 19 (1)(a)

14. Feedback.

Turn over

15. Ethics.

16. FM

17. E-paper.

18. Troll.

(5 × 2 = 10 marks)

PART II

19. Speed.

20. Lead.

21. Objectivity.

22. Place line.

23. Defamation.

24. Special correspondent.

(5 × 2 = 10 marks)

Section C

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

PART I

25. Explain the process of interpersonal communication.

26. What are the merits of newspaper as a mass medium ?

27. Write a brief note on AIR's history.

28. Examine the characteristics of new media.

(3 × 5 = 15 marks)

PART II

29. Explain the role and responsibilities of a sub editor.

30. Explain the inverted pyramid style of news writing.

31. What are soft stories ?

32. Describe the nature of news interviews.

(3 × 5 = 15 marks)

Section D

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

PART I

33. Define mass communication. Explain the functions and dysfunctions of mass communication.

34. Compare the communication models of Aristotle and Harold Lasswell.

(1 × 12 = 12 marks)

PART II

35. Explain the organization structure of a newspaper and elaborate the functions of each department.

36. What is the significance of newspaper pagination ? Comment on the trends in newspaper layout.

(1 × 12 = 12 marks)