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F – 1791

Reg. No. :

Name :

First Semester B.A. Degree Examination, November 2018
First Degree Programme under CBCSS
JOURNALISM – COMPLEMENTARY COURSE I FOR ENGLISH
CJ 1131 : Introduction to Mass Communication
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

PART – A

I. Write answer in **one** or **two** sentences :

(1×10=10 Marks)

- 1) While replying, Receiver becomes _____ and sender becomes _____ in the communication process.
- 2) The receiver _____ the sender in spoken form of communication.
- 3) _____ and _____ are the two modes of sender in communication process.
- 4) Communication is often _____
- 5) Communication acquires a true perspective of _____, _____ and _____ requirements.
- 6) _____, _____ and _____ are used as the medium of communication.
- 7) The quality of communication is disturbed by _____
- 8) The observance of the result by the sender is called _____
- 9) During feedback the direction of communication process is _____
- 10) The success of communication is measured in terms of _____ and _____

P.T.O.



PART - B

II. Write short notes on **eight** of the following **not** exceeding **one** paragraph :
(8x2=16 Marks)

- 11) Group communication.
- 12) Mass Communication.
- 13) Newspapers.
- 14) Magazines.
- 15) Specialized magazines.
- 16) TV.
- 17) Smart TV.
- 18) Web 2.0.
- 19) Facebook.
- 20) Twitter.
- 21) Dr. B. R. Ambedkar.
- 22) Republic.

PART - C

III. Write short essay on **any six** of the following **not** exceeding **120** words :
(6x4=24 Marks)

- 23) Elaborate the functions of mass communication in the society.
- 24) Explain the advantages of print media.
- 25) Describe the characteristic features of radio medium.
- 26) Delineate the advantages of TV medium from Print medium.
- 27) Explain the impact of blogs on the mainstream media.
- 28) How can journalism use WhatsApp for news gathering ? Describe.
- 29) Elaborate the characteristics of online newspapers.
- 30) Enlist the key provisions of law of defamation.
- 31) What does the Constitution of India articulate about the Freedom of Press ?



PART - D

IV. Write essays on any two of the following :

(2x15=30 Marks)

- 32) Describe the key features of Verbal Communication.
- 33) Elaborate the pros and cons of social media with recent examples.
- 34) Describe the relevant provisions of freedom of speech and expression in Indian Constitution.
- 35) Briefly explain the powers and privileges of Press Council of India.

Max. Marks : 80

PART - A

Write answer in one or two sentences :

(3-10x10 Marks)

- 1) When replying, Receiver becomes _____ and sender becomes _____ in the communication process.
- 2) The receiver _____ the sender in spoken form of communication.
- 3) _____ and _____ are the two modes of sender in communication process.
- 4) Communication is often _____.
- 5) Communication acquires a true perspective of _____ and _____ requirements.
- 6) _____ and _____ are used as the medium of communication.
- 7) The quality of communication is disturbed by _____.
- 8) The observance of the result by the sender is called _____.
- 9) During feedback the direction of communication process is _____.
- 10) The success of communication is measured in terms of _____ and _____.