

Reg. No. :

Name :

First Semester B.A. Degree Examination, June 2022

First Degree Programme Under CBCSS

Journalism

Complementary Course I for English

CJ 1131: INTRODUCTION TO MASS COMMUNICATION

(2020 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

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

1. The word communication was originated from the Latin word _____ which means 'common'.
2. _____ termed communication as a process in which 'One mind affecting another'.
3. _____ was the chairman of first press commission
4. The process of putting the idea in such a way that the receiver understands it is _____
5. The process of extracting a message form a code and interprets it is _____
6. _____ is an example for circular model of communication
7. _____ is the Chief Editor of The Indian Express.
8. The Week is an English weekly published by _____ group

9. _____ is the largest circulated Hindi newspaper in India
10. The Facebook Inc. is now known as _____

(10 × 1 = 10 Marks)

II. Write short notes on **eight** of the following not exceeding **one** paragraph:

11. Mass Communication
12. Encoding and Decoding in communication
13. Channel in communication process
14. Laswell formula of communication
15. Proxemics
16. Intra-personal communication
17. Gatekeeping
18. Grihalekshmi
19. Features of Online Newspapers
20. Tabloids
21. Google Assistant
22. E-content
23. Safari Channel
24. IFFK
25. Cyber laws
26. Article 19.1.a

(8 × 2 = 16 Marks)

III. Write short essay on **six** of the following not exceeding **120** words:

27. Explain the characteristics of magazines.
28. What is noise in communication? What are the different types of noise?
29. Explain the features of mass communication.
30. Compare different forms of communication.
31. Examine the significance of mass communication in our daily life.
32. Discuss about the education and information dissemination function of mass media.
33. Briefly discuss about different types of electronic media.
34. Write down in detail the features of radio as a communication medium.
35. Examine the features of feature films.
36. What is new media? What are the different forms of new media?
37. Explain the significance of cyber ethics in curbing cycling crimes.
38. Write in detail about the composition of press council of India.

(6 × 4 = 24 Marks)

IV. Write essays on **any two** of the following:

39. Attempt an essay on the different types of communication with neat diagrammatic representation
40. Analyse the ethical failures of print media in India

41. Discuss in detail about the features of different forms of print media
42. Attempt an essay on the advantages and limitations of different forms of electronic broadcast media
43. Examine the different characteristics of television which contributes to its uniqueness
44. Cite the changes brought about by online media in society.

(2 × 15 = 30 Marks)