

(Pages : 3)

P – 7689

Reg. No. :

Name :

First Semester B.A. Degree Examination, March 2023

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

I. Write answer in one or two sentences:

1. _____ is an example for a broadcast media.
2. _____ is the current chairman of Press Council of India.
3. First press commission was set up in _____.
4. _____ is the idea generating component in communication process.
5. The process of extracting a message from a code and interprets it is _____.
6. The Indian Institute of Mass Communication was established in _____.
7. The consequences take place in the receiver's intelligence due to Communication is _____ effect of communication.

P.T.O.

8. _____ is the managing Editor of Mathrubhoomi.
9. Pachakkuthira is published by _____.
10. _____ is a voluntary organisation which certifies and audits the circulations of major publications, including newspapers and magazines in India.

(10 × 1 = 10 Marks)

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

11. Communication
12. Feedback
13. Noise
14. Rhetoric
15. Kinesics
16. Inter-personal communication
17. Malayalam news portals
18. Fourth Estate
19. Features of Magazines
20. Berliner
21. IPTV
22. E-books

(8 × 2 = 16 Marks)

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

23. Explain the elements of communication process.
24. Write down the functions of mass communication with special reference to society.
25. Briefly discuss about the different types of communication.
26. Will communication be effective without any of the elements of communication? Provide your view.
27. Explain the significance of non-verbal communication in our daily life.
28. Discuss about the different types of print media.
29. Briefly discuss about different functions of mass media.
30. Examine the advantages of electronic media.
31. Write down in detail the features of television as a communication medium.

(6 × 4 = 24 Marks)

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

32. Write an essay on the features of different mass media forms.
33. "Technology affects communication by making it easier, quicker, and more efficient". Evaluate the statement from the user perspective.
34. Examine whether Indian media follow the ethics of communication?
35. Critically analyse the future of print media in Indian context.

(2 × 15 = 30 Marks)