

**FIRST SEMESTER (CBCSS) DEGREE EXAMINATION, NOVEMBER 2020****Mass Communication and Journalism****JOU 1 (2) C 01—INTRODUCTION TO COMMUNICATION AND JOURNALISM**

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. K.P. Kesavamenon.
2. Kerala Mithram.
3. James Silk Buckingham.
4. CBFC.
5. Libel.
6. Contempt of Court.
7. Citizen journalism.
8. Social media.
9. Radio on mobile.
10. FM.
11. Magic Bullet theory.
12. Noise.
13. Mass media.
14. Rajyasamacharam.
15. S.Sadanand.

(10 × 3 = 30 marks)

**Turn over**

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**(10 × 3 = 30 marks)****Turn over**

### Section B

*Answer at least **five** questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Give your comment on the role of Serampore Baptist Missionary in Indian journalism.
17. Discuss the initiative of J. S. Buckingham that provided impetus to Indian journalism.
18. Do you think the news agencies enriched the news coverage of the Indian press ?
19. "When we communicate we try to establish commonness with someone." Explain the communication process in the light of the above statement.
20. What is feedback ? Does feedback help make the communication process successful ? Discuss with examples.
21. Why FM Channel is so popular ? Do you think that this channel has brought remarkable changes in the radio broadcasting system of India ?
22. Does RTI Act ensure freedom of citizens for getting what they require ?
23. What is defamation? What are its exceptions ?

(5 × 6 = 30 marks)

### Section C

*Answer any **two** questions.*

*Each question carries 10 marks.*

24. What do you understand by journalistic ethics ? Briefly enumerate the Code of Ethics formulated by the Press Council of India.
25. Mahatma Gandhi is one of the greatest journalists of India. Do you agree ? Illustrate your answer.
26. How radio can be used as a medium to serve 'education for all' ?
27. Define Communication. Do you think that communication plays a role in the socio economic development of country ?

(2 × 10 = 20 marks)

**FIRST SEMESTER (CBCSS) DEGREE EXAMINATION, NOVEMBER 2020****Mass Communication and Journalism****JOU 1 (2) C 01--INTRODUCTION TO COMMUNICATION AND JOURNALISM****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## JOU 1 (2) C 01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

## (Multiple Choice Questions for SDE Candidates)

1. Information that is sent back to the source is known as \_\_\_\_\_.
  - (A) Context.
  - (B) Feedback.
  - (C) Encoding.
  - (D) Decoding.
2. Who was a champion of massline communication ?
  - (A) Mao Zedong.
  - (B) B.R. Ambedkar.
  - (C) Mother Teresa.
  - (D) Marshall Tito.
3. Which of the following is not an advantage of written communication over oral communication ?
  - (A) It is a permanent record.
  - (B) Provides tangible legal evidence.
  - (C) Accessible to the illiterate.
  - (D) More accurate than oral communication.
4. What is haptics ?
  - (A) Study of facial expression.
  - (B) Study of eye behavior.
  - (C) Study of touching.
  - (D) Study of body movements.
5. Who among the following is a gatekeeper ?
  - (A) Reader.
  - (B) Viewer.
  - (C) Listener.
  - (D) Editor.
6. The first printed work using movable types by Gutenberg took place in \_\_\_\_\_.
  - (A) England.
  - (B) Germany.
  - (C) Italy.
  - (D) Portugal.
7. Who invented kinetoscope ?
  - (A) William Dickson.
  - (B) Thomas Alva Edison.
  - (C) Lumeier Brothers.
  - (D) John Baird.

8. When was the first screening of Lumier Brothers' film held in India ?
- (A) 1895. (B) 1896.  
(C) 1897. (D) 1898.
9. The highest film award in India is \_\_\_\_\_.
- (A) Dada Saheb Phalke Award. (B) J.C. Daniel Award.  
(C) Satyajit Ray Award. (D) Raja Harischandra.
10. The headquarters of the Central Board of Film Certification is at :
- (A) New Delhi. (B) Chennai.  
(C) Mumbai. (D) Hyderabad.
11. When was radio renamed as All India Radio ?
- (A) 1935. (B) 1936.  
(C) 1937. (D) 1938.
12. Which was the second Indian city to get television broadcasting service ?
- (A) Delhi. (B) Kolkata.  
(C) Madras. (D) Mumbai.
13. Which newspaper first launched an internet edition in India?
- (A) Times of India. (B) The Hindu.  
(C) The Telegraph. (D) Hindustan Times.
14. The highest revenue that a newspaper generates under normal circumstances is from \_\_\_\_\_.
- (A) Subscription. (B) Advertisement.  
(C) Promotional activities. (D) Copyrights.

15. Media audience is a ----- group.
- (A) Homogenous. (B) Heterogeneous.  
(C) Monolithic. (D) Uniform.
16. Media act as a servant of the State in :
- (A) Libertarian theory.  
(B) Democratic participant theory.  
(C) Authoritarian theory.  
(D) Development theory.
17. Freedom of the press is specifically stated in the constitution of -----.
- (A) UK. (B) France.  
(C) India. (D) US.
18. Global village concept is put forward by -----.
- (A) Robert Merton. (B) Seon McBride.  
(C) Marshall McLuhan. (D) Wilbur Schramm.
19. Self censorship in media is mainly exercised by :
- (A) Government. (B) Readers.  
(C) Editors. (D) Political parties.
20. RTI Act has jurisdiction all over India *except* :
- (A) Nagaland. (B) Arunachal Pradesh.  
(C) Mizoram. (D) Jammu and Kashmir.

**FIRST SEMESTER (CBCSS) DEGREE EXAMINATION, NOVEMBER 2020**

Mass Communication and Journalism

JOU 1C 04—INTRODUCTION TO MASS MEDIA

Time : Two Hours

Maximum : 60 Marks

**Section A***Answer at least eight questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. Infotainment.
2. Non-verbal communication.
3. Masthead.
4. Adoor Gopalakrishnan.
5. News.
6. Tabloid.
7. Weekly.
8. FM.
9. DTH.
10. News portal.
11. Article 19(1)(a).
12. Feedback.

(8 × 3 = 24 marks)

**Section B***Answer at least five questions.**Each question carries 5 marks.**All questions can be attended.**Overall Ceiling 25.*

13. What are the different forms of print media ?
14. Enlist types of non-verbal communication.
15. What are the advantages of broadcast media ?
16. Why do say that social media tools make it easier to manage our lives.
17. What is feedback ? Does feedback help make the communication process successful ?
18. 'A film is a director's creation' - Do you think so ?
19. What is the role of radio in developments communication ?

(5 × 5 = 25 marks)

**Turn over**



**Section C**

*Answer any **one** question.  
The question carries 11 marks.*

20. What is mass communication ? Discuss its role and importance in society.
21. Discuss about the development of Television in India.

(1 × 11 = 11 marks)

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**Section C**

*Answer any **one** question.  
The question carries 11 marks.*

20. What is mass communication ? Discuss its role and importance in society.
21. Discuss about the development of Television in India.

(1 × 11 = 11 marks)

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**FIRST SEMESTER (CBCSS) DEGREE EXAMINATION, NOVEMBER 2020****Mass Communication and Journalism****JOU 1C 04—INTRODUCTION TO MASS MEDIA****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 15****Maximum : 15 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 15.
2. The candidate should check that the question paper supplied to him/her contains all the 15 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## JOU 1C 04—INTRODUCTION TO MASS MEDIA

(Multiple Choice Questions for SDE Candidates)

1. Which of the following is not a part of seven C's of Communication ?
  - (A) Channel.
  - (B) Content.
  - (C) Curiosity.
  - (D) Clarity.
2. A group discussion is a form of :
  - (A) Dyadic communication.
  - (B) Group communication.
  - (C) Mass communication.
  - (D) None of these.
3. The word communication is derived from :
  - (A) French.
  - (B) German.
  - (C) Latin.
  - (D) Persian.
4. Feedback is considered as :
  - (A) Conviction.
  - (B) Motor action.
  - (C) Description cycle.
  - (D) Multilaterality.
5. According to Wilbur Schramm which one of the following is a value free asset :
  - (A) Culture.
  - (B) Religion.
  - (C) Technology.
  - (D) All the above.
6. Which of the communication has more emotional appeal ?
  - (A) Intrapersonal.
  - (B) Interpersonal.
  - (C) Group.
  - (D) Mass.
7. In a communication process Receiver is also known as :
  - (A) Sender.
  - (B) Encoder.
  - (C) Channel.
  - (D) Decoder.

8. Kinesics is the science of :
- (A) Printing. (B) Language.  
(C) Writing. (D) Body language.
9. ----- added five vowels to the alphabets.
- (A) Sumerians. (B) Greeks.  
(C) Romans. (D) Persian.
10. Radio broadcasting began in :
- (A) 1910. (B) 1915.  
(C) 1920. (D) 1925.
11. ----- occurs when an individual sends and receives messages internally.
- (A) Intrapersonal communication. (B) Interpersonal communication.  
(C) Mass communication. (D) Group communication.
12. Gate keeping is related with :
- (A) Intrapersonal communication. (B) Interpersonal communication.  
(C) Mass communication. (D) Group communication.
13. The Libertarian theory is also known as :
- (A) Communist media theory. (B) Freepress theory.  
(C) Authoritarian Theory. (D) Social responsibility theory.
14. Wireless telegraphy was developed by :
- (A) J.C. Maxwell. (B) Thomas Edison.  
(C) Heinrich Hertz. (D) Guglielmo Marconi.
15. According to Mc Quail ----- is at the apex of a pyramidal distribution.
- (A) Intrapersonal communication. (B) Interpersonal communication.  
(C) Mass communication. (D) Group communication.

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021**

Mass Communication and Journalism

JOU 1 (2) C03—MASS COMMUNICATION

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*Answer any number of questions each not exceeding 50 words.*

*Each question carries 2 marks.*

*Ceiling of marks for Section A is 25*

1. Narcotizing dysfunction.
2. Feedback.
3. Online newspapers.
4. DTH.
5. Radio Jockey.
6. Intrapersonal communication.
7. Podcast.
8. Blogs.
9. Cross-Line Headline.
10. Digital media.
11. Cartoons.
12. Semantic noise.
13. Wilbur Schramm.
14. News portals.
15. Magzter.

**Section B**

*Answer any number of questions each not exceeding 100 words.*

*Each question carries 5 marks.*

*Ceiling of marks for Section B is 35.*

16. Explain the process of communication.
17. What are the important contents of a newspaper ?
18. Discuss the importance of inverted pyramid style reporting.
19. Describe the principles of television news writing.
20. What are the basics of web writing ?
21. Examine the characteristics of digital media.
22. Discuss the important functions of mass media.
23. Explain the various radio programme formats.

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. Explain the role of a reporter in the digital era.
25. 'A sub editor is described as the unsung hero of a newspaper.' Analyse the role and responsibilities of a sub editor.
26. 'Newspaper layout and design significantly enhance readership.' Discuss.
27. Examine the impact of home video on the film industry.

(2 × 10 = 20 marks)

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021****Mass Communication and Journalism****JOU 1(2) C 02—INTRODUCTION TO ELECTRONIC MEDIA****(2019—2020 Admissions)****Time : Two Hours and a Half****Maximum : 80 Marks****Section A***Each question carries 2 marks.**Ceiling 25 marks.*

1. Hypertext.
2. Channel.
3. Kochi FM.
4. SoundCloud.
5. News determinants.
6. Phishing.
7. Prasar Bharati.
8. Media convergence.
9. ARPANET.
10. Actuality.
11. Social Media.
12. Jingle.
13. Radio Jockeying.
14. Browser.
15. Microblogging.

**Turn over**



**Section B**

*Each question carries 5 marks.*

*Ceiling 35 marks.*

16. Describe the different types of news.
17. Elaborate the organisational setup of All India Radio.
18. Write a note on social media as a propaganda tool.
19. What is streaming ? Explain with examples.
20. Explain the concept of reach of mass media among people.
21. What are the basic elements of a radio programme ?
22. Write a note on the 'India Against Corruption' movement.
23. How does the internet qualify as a medium of communication ?

**Section C**

*Answer any two of the following.*

*Each question carries 10 marks.*

24. Describe with examples script writing for different radio programmes.
25. Is radio relevant in the 21st century ? Comment.
26. What are the dos and don'ts of online reporting ?
27. Trace the evolution of social media.

(2 × 10 = 20)

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021****Mass Communication and Journalism****JOU 1 (2) C01—INTRODUCTION TO COMMUNICATION AND JOURNALISM****(2019—2020 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

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**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021****Mass Communication and Journalism****JOU 1 (2) C01—INTRODUCTION TO COMMUNICATION AND JOURNALISM****(2019—2020 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

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## JOU 1 (2) C01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

(Multiple Choice Questions for SDE Candidates)

1. Howling and hooting by the audience during a public speech is an example of \_\_\_\_\_.  
(A) Positive feedback. (B) Neutral feedback.  
(C) Complementary feedback. (D) Negative feedback.
2. Retranslating a message to extract meaning is known as \_\_\_\_\_.  
(A) Decoding. (B) Messaging.  
(C) Encoding. (D) Noise.
3. The chronological evolution of mass media is :  
(A) Radio, film newspaper, television.  
(B) Newspaper, film, radio, television.  
(C) Newspaper, radio, film, television.  
(D) Film, newspapers, radio, television.
4. Who coined the term kinesics ?  
(A) Robert Frost. (B) Wilbur Schramm.  
(C) Daniel Lerner. (D) Ray Birdwhistell.
5. Anything that interferes with a message in communication is known as \_\_\_\_\_.  
(A) Context. (B) Noise.  
(C) Decoding. (D) Feedback.
6. How many of the sensory channels can be applied while viewing a television programme ?  
(A) One. (B) Two.  
(C) Three. (D) Four.
7. The first printed work using movable types by Gutenberg took place in \_\_\_\_\_.  
(A) England. (B) Germany.  
(C) Italy. (D) Portugal.

8. Where was Lumier Brothers' first screening of the films held ?
- (A) London. (B) Hollywood.  
(C) Paris. (D) Napoli.
9. Name the first talkie in Malayalam ?
- (A) Vigatha Kumaran. (B) Jeevithanouka.  
(C) Balan. (D) Newspaper Boy.
10. The highest film award in India is \_\_\_\_\_.
- (A) Dada Saheb Phalke Award. (B) J C Daniel Award.  
(C) Satyajit Ray Award. (D) Raja Harischandra.
11. Which of the following is the certificates issued to films by the Central Board of Film Certificatin ?
- (A) U, A, UA, S. (B) U, A, UA, PG.  
(C) U, A, UA, X (D) U, UA, X, XX.
12. Which was the second Indian city to get television broadcasting service ?
- (A) Delhi. (B) Kolkata.  
(C) Madras. (D) Mumbai.
13. Which newspaper first launched an internet edition in India ?
- (A) Times of India. (B) The Hindu.  
(C) The Telegraph. (D) Hindustan Times.
14. The highest revenue that a newspaper generates under normal circumstances is from \_\_\_\_\_.
- (A) Subscription. (B) Advertisement.  
(C) Promotional activities. (D) Copyrights.
15. Media audience is a \_\_\_\_\_ group.
- (A) Homogenous. (B) Heterogeneous.  
(C) Monolithic. (D) Uniform.

16. Media act as a servant of the State in :
- (A) Libertarian theory. (B) Democratic participant theory.  
(C) Authoritarian theory. (D) Development theory.
17. Freedom of the press is specifically stated in the constitution of \_\_\_\_\_.
- (A) UK. (B) France.  
(C) India. (D) US.
18. Global village concept is put forward by \_\_\_\_\_.
- (A) Robert Merton. (B) Seon McBride.  
(C) Marshall McLuhan. (D) WilburSchramm.
19. Self censorship in media is mainly exercised by :
- (A) Government. (B) Readers.  
(C) Editors. (D) Political parties.
20. Press Council first emerged in :
- (A) Italy. (B) UK.  
(C) US. (D) Sweden.

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**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021****Mass Communication and Journalism****JOU 1 (2) C01—INTRODUCTION TO COMMUNICATION AND JOURNALISM****(2019—2020 Admissions)****Time : Two Hours and a Half****Maximum : 80 Marks****Part A***Answer any number of questions each not exceeding 50 words.**Each question carries 2 marks.**Ceiling of marks for Part A is 25.*

1. Negative feedback.
2. War of the World.
3. Information overload.
4. Fake news.
5. CBFC.
6. Echo chamber.
7. Alt News.
8. Contempt of court.
9. Information Commissioner.
10. Indian Opinion.
11. Press Freedom Index.
12. Western Star.
13. Devji Bhimji.
14. Free Press Journal.
15. Interpersonal communication.

**Part B**

*Answer any number of questions each not exceeding 100 words.*

*Each question carries 5 marks.*

*Ceiling of marks for Part B is 35.*

16. Critically assess the all-powerful media concept.
17. What is intrapersonal communication? What are the benefits of this communication ?
18. Define censorship. Place your arguments either in favour of or against film certification.
19. Describe the important characteristics of new media.
20. Define Plagiarism. Why should we act against plagiarism ?
21. Why do we describe Gandhi's publications as viewspapers rather than newspapers ?
22. Describe the events that led to the ban of Malayala Manorama in Travancore.
23. Write a note on the journalistic pursuits of K Jayachandran.

**Part C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. Analyse the role of Malayalam press in the freedom struggle movement.
25. 'Hermann Gundert's contributions to Malayalam press is unparalleled.' Discuss.
26. Analyse with suitable examples the functions and dysfunctions of mass media.
27. What is the future of print media ? How can print media survive the challenges from digital media ?

(2 × 10 = 20 marks)



**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021**

Mass Communication and Journalism

JOU 1C 04—INTRODUCTION TO MASS MEDIA

(2019—2020 Admissions)

(Multiple Choice Questions for SDE Candidates)

**Time : 15 Minutes**

**Total No. of Questions : 15**

**Maximum : 15 Marks**

**INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 15.
2. The candidate should check that the question paper supplied to him/her contains all the 15 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
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## JOU 1C 04—INTRODUCTION TO MASS MEDIA

(Multiple Choice Questions for SDE Candidates)

1. The Shannon and Weaver model of communication is :
  - (A) Modular.
  - (B) Circular.
  - (C) Linear.
  - (D) Non-Linear.
  
2. The primary function of interpersonal communication is :
  - (A) Reasoning.
  - (B) Relationship building.
  - (C) To inform.
  - (D) To provide relaxation.
  
3. The Author of the book Communication Networks :
  - (A) Daniel Belt.
  - (B) Manuel Castle.
  - (C) E. M. Rogers and D. L. Kincaid.
  - (D) Andre Gunder Frank.
  
4. According to Global Village concept of Marshall MacLuhan :
  - (A) Electronic media can help the masses unite to effect change.
  - (B) Maintain person to person relations.
  - (C) Most of new technologies make people scattered.
  - (D) The electronic technologies would not be able to enlighten the masses.
  
5. “The Media do not do things to people rather people do things with media” relate with :
  - (A) The Cultural Theory.
  - (B) Uses and gratification theory.
  - (C) Symbolic interaction theory.
  - (D) Cultivation Theory.
  
6. The Egyptian system of picture writing is known as :
  - (A) Pictography.
  - (B) Cuneiform.
  - (C) Hieroglyph.
  - (D) Script.

7. Radio broadcasting began in :
- (A) 1910. (B) 1915.  
(C) 1920. (D) 1925.
8. The Johari Window model was developed by :
- (A) Shannon and Weaver. (B) Joseph Luft and Harrington Ingham.  
(C) Wilbur Schramm. (D) Denis Mc Quail.
9. The Libertarian theory is also known as :
- (A) Communist media theory. (B) Freepress theory.  
(C) Authoritarian Theory. (D) Social responsibility theory.
10. Wireless telegraphy was developed by :
- (A) J. C. Maxwell . (B) Thomas Edison.  
(C) Heinrich Hertz. (D) Guglielmo Marconi.
11. According to whom mass media are primarily moulders of society as well as reflectors of it.
- (A) Denis Mc Quail. (B) Harold Lasswell.  
(C) Wilbur Schramm. (D) George Gerbner.
12. The limited effects model of mass communication was a counter to :
- (A) ABX model. (B) Circular Model.  
(C) Diffusion model. (D) Hypodermic needle theory.
13. The Indian Institute of Mass Communication (IIMC) Kerala is located at :
- (A) Trivandrum. (B) Kottayam.  
(C) Cochin. (D) Calicut.

14. The director of the film Raja Harishchandra :

- (A) Sathyajith Ray. (B) Dadasaheb Phalke.  
(C) Mrinal sen. (D) Syam Benagal.

15. The radio station in India was renamed AIR in the Year :

- (A) 1934. (B) 1935.  
(C) 1936. (D) 1937.

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**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021**

Mass Communication and Journalism

JOU 1C 04—INTRODUCTION TO MASS MEDIA

(2019—2020 Admissions)

Time : Two Hours

Maximum : 60 Marks

**Part A**

*Answer any number of questions each not exceeding 50 words.  
Each question carries 2 marks. Ceiling of marks for Part A is 20.*

1. Documentary.
2. Defamation.
3. Interpersonal communication.
4. Electronic media.
5. Fortnightly.
6. Prasar Bharati.
7. INSAT.
8. Satyajith Ray.
9. Vlogs.
10. Article 19(2).
11. Noise.
12. SITE.

**Part B**

*Answer any number of questions each not exceeding 100 words.  
Each question carries 5 marks. Ceiling of marks for Part B is 30.*

13. Explain the elements and process of communication.
14. What are the essential qualities of a successful television journalist ?

**Turn over**

15. Discuss the special features of radio as a mass medium.
16. Who is Lionel Fielden ? What was his contribution to Indian broadcasting ?
17. Can documentary film be described as 'the creative interpretation of reality' ? Why ?
18. Briefly discuss the Right to Information Act.
19. Differentiate newspapers and magazines with their structure and content

**Part C**

*Answer any **one** question, not exceeding 400 words.*

*The question carries 10 marks.*

20. Have the mass media brought about a transformation in the behavior of people ?
21. Define Communication. Discuss briefly different types of communication with examples.

(1 × 10 = 10 marks)

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021**

Mass Communication and Journalism

JOU 1B 01—FUNDAMENTALS OF MASS COMMUNICATION

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A**

I. Answer any number of questions each not exceeding 50 words. Each question carries 2 marks.  
Ceiling of marks for Part A is 25 :

- 1 Mass communication.
- 2 Constructive Journalism.
- 3 Media convergence.
- 4 Noise.
- 5 Dance's model of communication.
- 6 Paralinguistic.
- 7 New gen cinema.
- 8 Encoding.
- 9 Folk media.
- 10 Gatekeeping.
- 11 Aristotle.
- 12 Global village.
- 13 Digital divide.
- 14 Electronic media.
- 15 CBFC.

**Part B**

II. Answer any number of questions each not exceeding 100 words. Each question carries 5 marks.  
Ceiling of marks for Part B is 35 :

- 16 What are the characteristics of New Media ?
- 17 What are the functions of mass communication ?

**Turn over**

- 18 Explain the role of media in cultural modernisation.
- 19 Analyse the Gerbner's model of communication in detail.
- 20 How to communicate effectively and mention some of the important qualities for communicators ?
- 21 Explain briefly the different types of communication.
- 22 Why does call radio as a mass medium ?
- 23 Elucidate the impact of TV on children.

### Part C

III. Answer any *two* questions not exceeding 400 words. Each question carries 10 marks :

- 24 "The influence of mass media in our country is big on shaping our general opinion". Comment.
- 25 What is communication models. Elucidate its role in communication studies.
- 26 Write a review of any film you have seen recently.
- 27 Give a critique of mass media in India.

(2 × 10 = 20 marks)



**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021**

Mass Communication and Journalism

JOU 1 (2) C 03—MASS COMMUNICATION

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*Answer at least ten questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

1. Noise.
2. Group communication.
3. Online newspapers.
4. News editor.
5. Objectivity.
6. Editorial.
7. 5W's and 1H.
8. Beat.
9. Embargo.
10. Banner.
11. DTH.
12. Radio play.
13. I and B.
14. Vlog.
15. FTII.

(10 × 3 = 30 marks)

**Turn over**

### Section B

*Answer at least five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Television has changed the definition of news. Is it an exaggerated statement ? Discuss with reasons and examples.
17. Today people are interested in radio programs because of the resurgence of FM. Explain.
18. Do films contribute to create a global village in which people can share common cultural aspirations ?
19. Explain media effect both in short term and long term perspectives.
20. Define Mass Communication. Is mass communication based only on transmission of information ?
21. Does page planning reflect news planning ? Is there any attempt to pursue the readers ?
22. Discuss briefly the principles of news editing. What role does a chief sub editor play in making of a newspaper ?
23. What is investigative journalism ? Discuss with examples.

(5 × 6 = 30 marks)

### Section C

*Answer any two questions.*

*Each question carries 10 marks.*

24. What do you understand by news values ? Do they play significant role in selecting news for the newspaper ? Explain.
25. News Editor is the number one man in a news room. Elucidate.
26. Mass media can help shape the culture of an urban society. Do you subscribe to this view ? Give examples from your surroundings.
27. Live Coverage through satellite is very popular today. Explain the different techniques for making this program. Describe with illustrations any *two* of such program according to your choice.

(2 × 10 = 20 marks)

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021**

Mass Communication and Journalism

JOU 1(2) C02—INTRODUCTION TO ELECTRONIC MEDIA

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*Answer at least ten questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

1. Social media activism.
2. Community radio.
3. Yuvavani.
4. FM.
5. HTML.
6. Cyber laws.
7. Interactivity.
8. Inverted pyramid style.
9. Soft news.
10. Electronic media.
11. Radio Mango.
12. Documentary.
13. RJ.
14. Media convergence.
15. Prasar bharati.

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. What is mass communication ? Discuss its role and importance in society.
17. Discuss the principles of news writing and its relevance to responsible journalism.
18. Define news Discuss the main elements of news.
19. Distinguish between Radio talk and Radio feature.
20. What are the basics of radio news reporting ? What is the role of News Editor in AIR ?
21. Do you think radio is more acceptable than newspaper as a mass medium in India ?
22. Explain the characteristics of new media.
23. Describe the style of online news writing.

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. Define communication. Do you think that communication plays a role in the socio economic development of country ?
25. What was the contribution of radio broadcasting in the sphere of entertainment and economic development in the post independent India. Explain.
26. What is social media activism ? How can the New Media used for Political Communication and Propaganda.
27. What are the elements of online journalism ?

(2 × 10 = 20 marks)

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021**

Mass Communication and Journalism

JOU 1(2) C01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

(2021 Admissions)

(Multiple Choice Questions for SDE Candidates)

**Time : 15 Minutes**

**Total No. of Questions : 20**

**Maximum : 20 Marks**

**INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## JOU 1(2) C01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

(Multiple Choice Questions for SDE Candidates)

1. Howling and hooting by the audience during a public speech is an example of \_\_\_\_\_.  
(A) Positive feedback. (B) Neutral feedback.  
(C) Complementary feedback. (D) Negative feedback.
2. Who was a champion of massline communication ?  
(A) Mao Zedong. (B) B.R. Ambedkar.  
(C) Mother Teresa. (D) Marshall Tito.
3. Which of the following is not an advantage of written communication over oral communication ?  
(A) It is a permanent record. (B) Provides tangible legal evidence.  
(C) Accessible to the illiterate. (D) More accurate than oral communication.
4. What is proxemics ?  
(A) Study of space in communication. (B) Study of eye behaviour.  
(C) Study of touching. (D) Study of body movements.
5. How many of the sensory channels can be applied while viewing a television programme ?  
(A) One. (B) Two.  
(C) Three. (D) Four.
6. The first printed work using movable types by Gutenberg took place in \_\_\_\_\_.  
(A) England. (B) Germany.  
(C) Italy. (D) Portugal.
7. Who invented kinetoscope ?  
(A) William Dickson. (B) Thomas Alva Edison.  
(C) Lumeier Brothers. (D) John Baird.
8. Name the first talkie in Malayalam ?  
(A) Vigatha Kumaran. (B) Jeevithanouka.  
(C) Balan. (D) Newspaper Boy.

9. The highest film award in India is \_\_\_\_\_.
- (A) Dada Saheb Phalke Award. (B) J.C. Daniel Award.  
(C) Satyajit Ray Award. (D) Raja Harischandra.
10. The headquarters of the Central Board of Film Certification is at \_\_\_\_\_
- (A) New Delhi. (B) Chennai.  
(C) Mumbai. (D) Hyderabad.
11. What is SITE ?
- (A) Television experiment. (B) Indian satellite.  
(C) Radio experiment. (D) Entertainment experiment.
12. Which newspaper first launched an internet edition in India ?
- (A) Times of India. (B) The Hindu.  
(C) The Telegraph. (D) Hindustan Times.
13. Which body was instrumental in establishing Audit Bureau of circulation ?
- (A) Press Council of India. (B) Registrars of Newspapers of India.  
(C) Advertising Society of India. (D) Indian Newspaper Society.
14. A given group responding to media messages more or less in a uniform manner is described as \_\_\_\_\_ theory.
- (A) Selective retention. (B) Social categories.  
(C) Individual difference. (D) Social relations.
15. Media act as a servant of the State in :
- (A) Libertarian theory. (B) Democratic participant theory.  
(C) Authoritarian theory. (D) Development theory.
16. Which Commission report forms the basis of social responsibility theory ?
- (A) Marshall McLuhan. (B) McBride.  
(C) Robert Hutchins. (D) Harold Lasswell.

17. Censorship began in :

- (A) Rome. (B) Greece.  
(C) Babylonia. (D) Alexandria.

18. The name that is most associated with WikiLeaks is \_\_\_\_\_.

- (A) Julian Assange. (B) Tim Berners-Lee.  
(C) Bill Gates. (D) Richard Stallman.

19. Press Council first emerged in :

- (A) Italy. (B) UK.  
(C) US. (D) Sweden.

20. Kinesics is the study of a :

- (A) Facial expression. (B) Personal appearance.  
(C) Body language. (D) Clothing.

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**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021**

Mass Communication and Journalism

JOU 1(2) C01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*Answer at least ten questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

1. Kesari Balakrishnapilla.
- 2 Deepika.
- 3 Pothen Joseph.
- 4 Al-Ameem.
- 5 James Augustus Hicky.
- 6 Plagiarism.
- 7 Defamation.
- 8 Article 19(1)(a).
- 9 New media.
- 10 Blog.
- 11 Community radio.
- 12 Harol D Lasswell.
- 13 Non verbal Communication.
- 14 Feedback.
- 15 24× 7 News channels.

(10 × 3 = 30 marks)

**Turn over**

### Section B

*Answer at least five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

- 16 What is Communication ? Explain communication with Berlo's communication model.
- 17 Have the mass media brought about a transformation in the behavior of people ?
- 18 Mahatma Gandhi is one of the greatest journalists of India. Do you agree ?
- 19 Discuss about the development of Television in India.
- 20 What do you understand by Public Service Broadcasting ? Critically evaluate the role of radio as Public Service Broadcaster.
- 21 Do you think that Contempt of Court Act can put hindrances to the operation of the independent press ?
- 22 Critically discuss the impact of the recommendation of the Second Press Commission.
- 23 Analyze the contributions of Herman Gundert to Malayalam journalism.

(5 × 6 = 30 marks)

### Section C

*Answer any two questions.*

*Each question carries 10 marks.*

- 24 The trends of journalism set by Raja Rammohan Roy influenced the reformist movement in India. - Explain.
- 25 Discuss about the development of Television in India.
- 26 What do you understand by journalistic ethics ? Briefly enumerate the Code of Ethics formulated by the Press Council of India.
- 27 How do modern communication technology transformed the mass media ?

(2 × 10 = 20 marks)

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021****Mass Communication and Journalism****JOU 1C 04—INTRODUCTION TO MASS MEDIA****(2021 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 15****Maximum : 15 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 15.
2. The candidate should check that the question paper supplied to him/her contains all the 15 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## JOU 1C 04—INTRODUCTION TO MASS MEDIA

(Multiple Choice Questions for SDE Candidates)

1. Dyadic communication is the transfer of messages from a person :
  - (A) To another person and vice versa.
  - (B) To a group of persons.
  - (C) To a mass audience.
  - (D) None of these.
2. A group discussion is a form of :
  - (A) Dyadic communication.
  - (B) Group communication.
  - (C) Mass communication.
  - (D) None of these.
3. The primary function of interpersonal communication is :
  - (A) Reasoning.
  - (B) Relationship building.
  - (C) To inform.
  - (D) To provide relaxation.
4. Which Model refers to Gatekeeper concept ?
  - (A) Theadore Newcomb's.
  - (B) Shannon & Weaver's.
  - (C) Bruce Westleys & Mc Leans.
  - (D) George Gerbner.
5. According to the Pyramidal distribution of Mc Quail ————— is at the apex of Pyramid.
  - (A) Intrapersonal communication.
  - (B) Interpersonal communication.
  - (C) Mass communication.
  - (D) Group communication.
6. ————— developed a kind of paper from papyrus plant.
  - (A) Chinese.
  - (B) Greeks.
  - (C) Romans.
  - (D) Persians.
7. The development of printing technology was in :
  - (A) 15th Century.
  - (B) 16th Century.
  - (C) 17th century.
  - (D) 18th century.

8. Telegraphy was invented in :
- (A) 19th Century. (B) 16th Century.  
(C) 17th Century. (D) 18th Century.
9. Any Mechanical device that multiplies messages and takes it to a large number people simultaneously is called :
- (A) Intrapersonal communication.  
(B) Interpersonal communication.  
(C) Mass communication.  
(D) Group communication.
10. The Mathematical Model of Shannon & Weaver was altered by :
- (A) Harold.D.Lasswell. (B) Wilbur Schramm.  
(C) Fredrick.S.Siebead. (D) Gerbner.
11. ICT Stands for :
- (A) Information common technology.  
(B) Information and communication technology.  
(C) Information and computer technology.  
(D) Interconnected technology.
12. It was in \_\_\_\_\_ world wide web was developed.
- (A) 1991. (B) 1992.  
(C) 1993. (D) 1994.
13. The Indian Institute of Mass Communication (IIMC) Kerala is located at :
- (A) Trivandrum. (B) Kottayam.  
(C) Cochin. (D) Calicut.
14. The process of filtering messages from source to receiver is called :
- (A) Hand out. (B) Kinesics.  
(C) Degeneration. (D) Gate keeping.

15. The first edited version of a TV programme which needs further polishing and corrections before actual broadcast is a \_\_\_\_\_.

(A) Rough cut.

(B) Match cut.

(C) First print.

(D) Rushes.

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**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021**

Mass Communication and Journalism

JOU 1C 04—INTRODUCTION TO MASS MEDIA

(2021 Admissions)

Time : Two Hours

Maximum : 60 Marks

**Section A**

*Answer at least **eight** questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 24.*

1. 5W's and 1 H.
2. PTI.
3. Multimedia.
4. Fourth Estate.
5. Mass communication.
6. Fortnightly.
7. Vlog.
8. Documentary.
9. RTI Act.
10. Community radio.
11. INSAT.
12. Internet radio.

(8 × 3 = 24 marks)

**Turn over**

**Section B**

*Answer at least five questions.*

*Each question carries 5 marks.*

*All questions can be attended.*

*Overall Ceiling 25.*

13. Define barriers in communication.
14. Analyse the scope and limitations of print media.
15. What are the advantages of broadcast media.
16. How radio can be used as a medium to serve 'education for all' ?
17. Why is communication called a two-way process ?
18. Why do say that social media tools make it easier to manage our lives.
19. What is the effect of television on child- psychology ?

(5 × 5 = 25 marks)

**Section C**

*Answer any one question.*

*The question carries 11 marks.*

20. Discuss the history of Radio in India.
21. What is mass communication ? Discuss its role and importance in society.

(1 × 11 = 11 marks)



**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021**

Mass Communication and Journalism

JOU 1B 01—FUNDAMENTALS OF MASS COMMUNICATION

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*Answer atleast ten questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall ceiling 30.*

1. Media conglomeration.
2. Cool media.
3. New media.
4. Proximics.
5. Feedback.
6. Satyajith Ray.
7. Informal communication.
8. Noise.
9. Aristotle.
10. Yuvavani.
11. Citizen journalism.
12. MP3.
13. Satellite communication.
14. Fourth Estate.
15. Song and Drama division.

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer atleast five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall ceiling 30.*

16. What is the mass media expected to do in order to function as the “watchdog of democracy” ?
17. What are the challenges of print media in the digital era.
18. Why does call radio as a mass medium ?
19. What are the various functions of mass media ?
20. How is our culture affected by means of Mass Media ?
21. Explain briefly the different types of communication.
22. Explain Lasswell's and Shannon and weaver's communication models.
23. What is meant by Mass Communication ? What are its positive and negative impacts on society ?

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. What is communication models. Elucidate its role in communication studies.
25. “The influence of mass media in our country is big on shaping our general opinion”. Comment.
26. Explain the scope and challenges of digitalization in India.
27. Analyse the importance of new online media and education on these media in the modern economy.

(2 × 10 = 20 marks)

**FIRST SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION  
NOVEMBER 2021**

Mass Communication and Journalism

JOU 1 C04—INTRODUCTION TO MASS MEDIA

(2016—2018 Admissions)

(Multiple Choice Questions for SDE Candidates)

**Time : 15 Minutes**

**Total No. of Questions : 20**

**Maximum : 20 Marks**

**INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## JOU 1 C04--INTRODUCTION TO MASS MEDIA

(Multiple Choice Questions for SDE Candidates)

1. What is Syntactics ?
  - (A) The Study of the language in use.
  - (B) The study of relationship among words.
  - (C) The study of human interactions.
  - (D) The relationship between words and sentences.
2. Feedback is considered as :
  - (A) Conviction.
  - (B) Motor action.
  - (C) Description cycle.
  - (D) Multilaterality.
3. The Author of the book Communication Networks :
  - (A) Daniel Belt.
  - (B) Manuel Castle.
  - (C) E.M.Rogers and D.L.Kincaid.
  - (D) Andre Gunder Frank.
4. Which of the communication has more emotional appeal ?
  - (A) Intrapersonal.
  - (B) Interpersonal.
  - (C) Group.
  - (D) Mass.
5. Speaker-Speech-Audience are the elements of whose model of communication :
  - (A) Claude Shannon.
  - (B) Aristotle.
  - (C) Harold Lasswell.
  - (D) Wilbur Schramm.
6. Communication is the transfer or conveying of meaning. This definition was given by :
  - (A) Claude Shannon.
  - (B) Oxford dictionary.
  - (C) Charles Osgood.
  - (D) Wilbur Schramm.
7. Telegraphy was invented in :
  - (A) 19<sup>th</sup> Century.
  - (B) 16<sup>th</sup> Century.
  - (C) 17<sup>th</sup> Century.
  - (D) 18<sup>th</sup> Century.

8. The Johari Window model was developed by :
- (A) Shannon and Weaver. (B) Joseph Luft and Harrington Ingham.  
(C) Wilbur Schramm. (D) Denis Mc Quail.
9. The term kinesics was coined by :
- (A) Joseph Luft. (B) Harrington Ingham.  
(C) Ray Birdwhistell. (D) None of these.
10. Wireless telegraphy was developed by :
- (A) J.C.Maxwell. (B) Thomas Edison.  
(C) Heinrich Hertz. (D) Guglielmo Marconi.
11. According to whom mass media are primarily moulders of society as well as reflectors of it :
- (A) Denis Mc Quail. (B) Harold Lasswell.  
(C) Wilbur Schramm. (D) George Gerbner.
12. It was in \_\_\_\_\_ world wide web was developed.
- (A) 1991. (B) 1992.  
(C) 1993. (D) 1994.
13. The Indian Institute of Mass Communication (IIMC) Kerala is located at :
- (A) Trivandrum. (B) Kottayam.  
(C) Cochin. (D) Calicut.
14. The Highest film award in India :
- (A) J.C. Daniel Award. (B) Filmfare award.  
(C) Film critics award. (D) Dadasaheb Phalke award.
15. The educational channel of AIR :
- (A) Yuvavani. (B) Gyan vani.  
(C) Akashvani. (D) Worldspace radio.

16. The founder editor of Mathrubhumi daily :
- (A) M.Kesava Menon. (B) K.P.Kesavamenon.  
(C) M.D.Nalappattu. (D) M.P.Veerendrakumar.
17. When was the National Film Development Corporation established ?
- (A) 1975. (B) 1982.  
(C) 1984. (D) 1986.
18. In which country the concept of Ombudsman first adopted :
- (A) U.S.A. (B) Sweden.  
(C) Britain. (D) India.
19. The High Definition Television initiative came in the 1980's. The aspect ratio for HD TV is :
- (A) 4 : 3. (B) 3 : 2.  
(C) 16 : 9. (D) 9 : 4.
20. The first edited version of a TV programme which needs further polishing and corrections before actual broadcast is a \_\_\_\_\_.
- (A) Rough cut. (B) Match cut.  
(C) First print. (D) Rushes.

**FIRST SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION  
NOVEMBER 2021**

Mass Communication and Journalism

JOU 1 C04—INTRODUCTION TO MASS MEDIA

(2016—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Section A**

*Answer all questions.*

*Each question carries 1 mark.*

1. A group of individuals attending to a common media is known as \_\_\_\_\_.
2. Interpersonal communication is communication \_\_\_\_\_.
3. It was in the year \_\_\_\_\_ world wide web was developed.
4. Multimedia comprise of text, audio and \_\_\_\_\_.
5. Byline means \_\_\_\_\_.
6. Tabloid refers to newspaper half the size of a \_\_\_\_\_.
7. Facebook is an example of \_\_\_\_\_ network.
8. Graphic representation such as a series of illustrations or images displayed in sequence for pre-visualizing a motion graphic is called \_\_\_\_\_.
9. The basic object of the Right to Information Act is to empower the citizens, to promote \_\_\_\_\_ in the working of Government.
10. \_\_\_\_\_ of the Constitution does guarantee freedom of expression for every citizen.

(10 × 1 = 10 marks)

**Section B**

*Answer any eight of the following.*

11. Grapevine.
12. Lobbying.
13. Binge-watching.
14. Legacy media.

**Turn over**

15. Slow journalism.
16. Mise-en-scene.
17. Five W's.
18. Offset.
19. Voice-over.
20. Podcast.

(8 × 2 = 16 marks)

### Section C

*Answer any six of the following.*

21. Type of newspapers by content.
22. Information society.
23. Role of mass media in development.
24. All India Radio.
25. Sting Operation.
26. Uses of Multimedia.
27. Digital Divide.
28. Nose for News.
29. Static Pages.
30. Freedom of speech.

(6 × 4 = 24 marks)

### Section D

*Answer any two of the following.*

31. Explain the various radio services available in our country.
32. Describe the principle of reporting news for a daily newspaper.
33. Examine the restrictions imposed on Article 19 (1) (a) of the Indian Constitution.
34. Explain the role of a communicator in the process of social change.

(2 × 15 = 30 marks)