

FIRST SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

Communication and Media and History (Double Main)

JCM 1B 01—INTRODUCTION TO COMMUNICATION, MEDIA AND JOURNALISM

(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. Interpersonal Communication.
2. Semantic Noise.
3. Decoding.
4. Receiver.
5. Placeline.
6. Traditional Media.
7. Embedded Journalism.
8. Stinger.
9. Scoop.
10. Press meet.
11. Online newspaper.
12. Freelance Journalism.
13. Socialization.
14. Mojo.
15. Twitter.

(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. Aristotle model of Communication.
17. Which are the cultural barriers of Communication ?
18. Explain the dysfunctions of mass communication.
19. Discuss the possibilities of new media.
20. Discuss the evolution of radio in India.
21. SMCR model of Communication.
22. Explain the relevance of 24 × 7 news channels in India.
23. Define yellow journalism.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Explain the various types of communication bring out the nature and characteristics of each type
25. Illustrate and explain any two basic communication models of your choice.
26. Discuss the role and responsibilities of a journalist.
27. 'Ethics in Journalism' which guide reporters and editors 'to seek out the truth and act with integrity'.

(2 × 10 = 20 marks)