

D 12721

(Pages : 2)

Name.....

Reg. No.....

**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)

**D 12721-A**

(Pages : 4)

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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.

Turn over

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 Bernet.  
(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.