

**FIRST SEMESTER B.A./B.Sc. DEGREE EXAMINATION, NOVEMBER 2020**

(CBCSS)

Mass Communication and Journalism  
JOU 1(2) C03—MASS COMMUNICATION

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. Correspondent.
2. Broadsheet.
3. Lifestyle magazine.
4. Hard news.
5. Letters to the editor.
6. Intrapersonal communication.
7. Delayed feedback.
8. Leader.
9. Skyline.
10. RJ.
11. Hyperlink.
12. Podcast.
13. Twitter.
14. Netflix.
15. Jingle.

(10 × 3 = 30 marks)

**Section B***Answer at least five questions.**Each question carries 6 marks.**All questions can be attended.**Overall Ceiling 30.*

16. Describe the important characteristics of mass communication.
17. What are online newspapers ? Explain the advantages of these over printed newspapers.
18. Define Lead. What are the different types of leads ?
19. What are the functions of headlines in a newspaper ?

**Turn over**

20. Who is a radio jockey ? What are the desirable qualities of an RJ ?
21. Describe the features of technical writing.
22. What is sitcom ? List the popular sitcoms in Malayalam and describe the features of this genre.
23. Assess the scope and challenges of social media.

(5 × 6 = 30 marks)

### Section C

*Answer any two questions.  
Each question carries 10 marks.*

24. Explain with appropriate examples the important dysfunctions of mass media.
25. Examine the scope and challenges of group communication and public communication.
26. Describe the news reading and presentation skills of a radio professional.
27. Trace the history of internet. Assess the impact of this medium on newspapers and television.

(2 × 10 = 20 marks)

**FIRST SEMESTER B.A./B.Sc. DEGREE EXAMINATION, NOVEMBER 2020**

(CBCSS)

Mass Communication and Journalism

JOU 1(2) C02—INTRODUCTION TO ELECTRONIC MEDIA

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. News agency.
2. Radio drama.
3. Media convergence.
4. Feature writing.
5. Noise.
6. Propaganda.
7. Radio talk show.
8. Intrapersonal communication.
9. FM stations.
10. Headline.
11. Citizen journalism.
12. Gatekeeping.
13. Communication medium.
14. IT Act.
15. Message.

(10 × 3 = 30 marks)

**Section B***Answer at least five questions.**Each question carries 6 marks.**All questions can be attended.**Overall Ceiling 30.*

16. Explain the role of social media in political communication.
17. What are the dysfunctions of mass communication ?
18. Explain the basic elements of a radio programme.
19. Enumerate the characteristics of community radio.

**Turn over**

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**FIRST SEMESTER B.A./B.Sc. DEGREE EXAMINATION  
NOVEMBER 2020**

(CBCSS)

Mass Communication and Journalism

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

(Multiple Choice Questions for SDE Candidates)

- 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.
- Who was a champion of massline communication ?  
(A) Mao Zedong. (B) B. R. Ambedkar.  
(C) Mother Teresa. (D) Marshall Tito.
- The act of producing a message is known as \_\_\_\_\_.  
(A) Decoding. (B) Messaging.  
(C) Noise. (D) Encoding.
- Who coined the term kinesics ?  
(A) Robert Frost. (B) Wilbur Schramm.  
(C) Daniel Lerner. (D) Ray Birdwhistell.
- Anything that interferes with a message in communication is known as \_\_\_\_\_.  
(A) Context. (B) Noise.  
(C) Decoding. (D) Feedback.
- Which of the following is not a characteristic of mass communication ?  
(A) Instant feedback. (B) Impersonal.  
(C) Universal access. (D) Presence of gatekeeper.
- 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. Kollywood refers to the films industry based in \_\_\_\_\_.  
(A) Chennai. (B) Kolkatha.  
(C) Hyderabad. (D) Maratha.
10. The highest film award in India is \_\_\_\_\_.  
(A) Dada Sabab Phalke Award. (B) J. C. Daniel Award.  
(C) Satyajit Ray Award. (D) Raja Harischandra.
11. When was radio renamed as All India Radio ?  
(A) 1935. (B) 1936.  
(C) 1937. (D) 1938.
12. Which newspaper first launched an internet edition in Malayalam ?  
(A) Malayala Manorama. (B) Mathrubhumi.  
(C) Deepika. (D) Kerala Kaumudi.
13. The newspaper to publish an advertisement in India is \_\_\_\_\_.  
(A) The Bengal Gazette. (B) The Friend of India.  
(C) The Times of India. (D) The Calcutta Journal.
14. Media audience is a \_\_\_\_\_ group.  
(A) Homogenous. (B) Heterogeneous.  
(C) Monolithic. (D) Uniform.
15. Media act as a servant of the State in :  
(A) Libertarian theory. (B) Democratic participant theory.  
(C) Authoritarian theory. (D) Development theory.

16. Freedom of the press is specifically stated in the constitution of :
- (A) UK. (B) France.  
(C) India. (D) US.
17. Global village concept is put forward by \_\_\_\_\_.
- (A) Robert Merton. (B) Seon McBride.  
(C) Marshall McLuhan. (D) Wilbur Schramm.
18. Censorship began in :
- (A) Rome. (B) Greece.  
(C) Babylonia. (D) Alexandria.
19. The normal period in which information is handed over to the applicant is :
- (A) 20–25 days. (B) 25–30 days.  
(C) 30–35 days. (D) 35–40 days.
20. Press Council first emerged in :
- (A) Italy. (B) UK.  
(C) US. (D) Sweden.



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FIRST SEMESTER B.A./B.Sc. DEGREE EXAMINATION  
NOVEMBER 2020

(CBCSS)

Mass Communication and Journalism

JOU 1(2) C01—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. FM Radio.
2. Troll.
3. Verbal communication.
4. *Malayala Manorama.*
5. T. N. Gopakumar.
6. *Kerala Patrika.*
7. RTI.
8. Mass Media.
9. 24 × 7 News Channels.
10. Community radio.
11. Press Council of India.
12. James Silk Buckingham.
13. *Bengal Gazette.*
14. Gate Keeping.
15. Hypodermic needle theory.

(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. Explain Social Responsibility theory.
17. Discuss Aristotle's model of communication.
18. Differentiate between new media and television.
19. Explain the contributions of Lasswell.
20. Define Libel. What are the defences against a libel suit ?
21. Critically evaluate the contributions of Ram Nath Goenka.
22. Explain the characteristics of radio.
23. Briefly describe the content of any women's publications in Malayalam.

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.  
Each question carries 10 marks.*

24. Critically examine the sting operation with an example.
25. Examine the impact of digital media.
26. Discuss the role and relevance of libertarian theory of the press in the background of Article 19(1) (a).
27. Critically evaluate mass media in India.

(2 × 10 = 20 marks)

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**FIRST SEMESTER B.A./B.Sc. DEGREE EXAMINATION  
NOVEMBER 2020**

(CBCSS)

Mass Communication and Journalism

JOU 1B 01—FUNDAMENTALS OF MASS COMMUNICATION

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. Extra personal communication.
2. Eye behaviour.
3. Semantic noise.
4. Focussed communication.
5. Netflix.
6. Kinesics.
7. Narcotising.
8. Theyyam.
9. J. C. Daniel.
10. Media trial.
11. Hicky.
12. Berlo's model of communication.
13. Paid news.
14. Opinion follower.
15. Twitter.

(10 × 3 = 30 marks)

**Turn over**

## Section B

*Answer at least five questions.  
Each question carries 6 marks.  
All questions can be attempted.  
Overall Ceiling 30.*

16. Trace the evolution of human communication.
17. How does group communication differ from public communication ?
18. What is feedback in communication ? How is this element so important in communication process ?
19. Assess the status of mass media in India.
20. How did the invention of printing press contribute to democratisation of knowledge ?
21. Describe the characteristics of digital media.
22. What are the purposes and functions of communication models ?
23. Explain Dances helical model of communication.

(5 × 6 = 30 marks)

## Section C

*Answer any two questions.  
Each question carries 10 marks.*

24. Explain the important type of non-verbal communication. Also explain the advantages of non-verbal communication over verbal communication.
25. Describe the functions and dysfunctions of mass media in India.
26. Define digital divide. What are your suggestions to bridge the digital divide in our country ?
27. Elaborate following communication models and their significance :
  - (a) White's gatekeeping model.
  - (b) Aristotle's model of communication.

(2 × 10 = 20 marks)

**FIRST SEMESTER (CUCBCSS—UG) 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 : 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.
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JOU 1C 04—INTRODUCTION TO MASS MEDIA  
(Multiple Choice Questions for SDE Candidates)

1. The MMU is a/an :
  - (A) Visual medium.
  - (B) Audiovisual medium.
  - (C) Audio medium.
  - (D) None of these.
2. The word communication is derived from :
  - (A) French.
  - (B) German.
  - (C) Latin.
  - (D) Persian.
3. Communication involves active interaction with our environments :
  - (A) Physically.
  - (B) Biologically.
  - (C) Socially.
  - (D) All the above.
4. The primary function of interpersonal communication is :
  - (A) Reasoning.
  - (B) Relationship building.
  - (C) To inform.
  - (D) To provide relaxation.
5. 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.
6. Which of the communication has more emotional appeal ?
  - (A) Intrapersonal.
  - (B) Interpersonal.
  - (C) Group.
  - (D) Mass.
7. Speaker-Speech-Audience are the elements of whose model of communication :
  - (A) Claude Shannon.
  - (B) Aristotle.
  - (C) Harold Lasswell.
  - (D) Wilbur Schramm.



8. In a communication process sender is also known as :
- (A) Receiver. (B) Encoder.  
(C) Channel. (D) Decoder.
9. Kinesics is the science of :
- (A) Printing. (B) Language.  
(C) Writing. (D) Body language.
10. The writing style developed by Sumerians is :
- (A) Pictography. (B) Cuneiform.  
(C) Hieroglyph. (D) Script.
11. 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.
12. Thinking and meditation are the functions of :
- (A) Intrapersonal communication. (B) Interpersonal communication.  
(C) Mass communication. (D) Group communication.
13. Gate keeping is related with :
- (A) Intrapersonal communication. (B) Interpersonal communication.  
(C) Mass communication. (D) Group communication.
14. The four theories of Press was Put forwarded by :
- (A) Harold.D.Lasswell. (B) Wilbur Schramm.  
(C) Fredrick.S.Siehead. (D) All the above.
15. Which of the following is true for communication model of Schramm ?
- (A) Context of stimuli has been used. (B) Noise and feedback has been added.  
(C) Encoding has been replaced. (D) Decoding has been replaced.

16. Who called our society as a dramatised society :
- (A) Marshal McLuhan. (B) Raymond Williams.  
(C) James Augustus. (D) Guttenberg.
17. The Consequence of Communication is :
- (A) Message. (B) Content.  
(C) Source. (D) Effect.
18. SITE was conducted with the help of :
- (A) Britain. (B) U.S.A.  
(C) Japan. (D) Germany.
19. The first Malayalam film Vigathakumaran was directed by :
- (A) Ramu Karyat. (B) P. Bhaskharan.  
(C) J.C.Daniel. (D) Rosey.
20. The first multi-lingual TV Network of India :
- (A) ZEE. (B) Jain.  
(C) Gemini. (D) SUN.

**FIRST SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2020**

Mass Communication and Journalism

JOU 1C 04—INTRODUCTION TO MASS MEDIA

Time : Three Hours

Maximum : 80 Marks

I. Answer *all* the *ten* questions each one in *one or two* words or in *one* sentence :

- 1 \_\_\_\_\_ is the first newspaper of India.
- 2 Who was the director of the movie Pather Panjali ?
- 3 Which is the largest global social network ?
- 4 Expand AM and FM.
- 5 Information send back to the source is called \_\_\_\_\_ ?
- 6 RTI Act came into force in the year \_\_\_\_\_ ?
- 7 The highest award in cinema in India is named after \_\_\_\_\_.
- 8 \_\_\_\_\_ was the founder editor of Malayala Manorama.
- 9 What is a tabloid ?
- 10 Expand TRP.

(10 × 1 = 10 marks)

II. Answer any *eight* questions, each one in about 60 words :

- 11 Trolls.
- 12 Digital divide.
- 13 Fourth Estate.
- 14 Differentiate between interpersonal and intra personal communication.
- 15 What is the difference between podcast and vodcast ?
- 16 Internet censorship.
- 17 AIR.
- 18 Define Noise.
- 19 Article 19 (1) (a).
- 20 What is a storyboard ?

(8 × 2 = 16 marks)

**Turn over**

III. Answer any *six* questions, each one in about 100 words :

- 21 How do newspapers contribute to the development of a nation ?
- 22 Briefly describe the evolution of radio in India.
- 23 What are the roles of an editor in a newspaper ?
- 24 Briefly describe the dysfunctions of mass media.
- 25 Explain the characteristics of digital media.
- 26 Identify the basic elements of communication.
- 27 "Paid news system is reducing the credibility of media." Comment.
- 28 Differentiate between new media and traditional media.
- 29 Briefly explain RTI Act.
- 30 What is censorship ? Identify the different types of censorship.

(6 × 4 = 24 marks)

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

- 31 Explain the basic functions of film as a medium of mass communication.
- 32 Give a critique of mass media in India.
- 33 Explain the term 'freedom of press.' Examine the freedom enjoyed by the media in India.
- 34 Describe the challenges faced by newspapers.

(2 × 15 = 30 marks)

**FIRST SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2020**

Mass Communication and Journalism

JOU 1B 01—FUNDAMENTALS OF MASS COMMUNICATION

Time : Three Hours

Maximum : 80 Marks

**Part A***Answer any five questions not exceeding 50 words.**Each question carries 3 marks.*

1. Morse code.
2. Fake news.
3. Movable types.
4. GEC.
5. Blogs.
6. J. L. Baird.
7. Interpersonal communication.
8. Marconi.
9. 24 x 7 Malayalam news channels.

(5 x 3 = 15 marks)

**Part B***Answer any seven questions not exceeding 100 words.**Each question carries 5 marks.*

10. Define Organizational Communication. Analyse its importance.
11. How does distance we maintain in from other others act as a tool of communication ?
12. Explain the encoding and decoding process in communication.
13. Describe the important milestones in radio broadcasting up to 1950.
14. Elaborate the concept of democratization of knowledge.

15. Describe one of the circular models of communication.
16. How is Indian mass media ranked in the World Press Freedom Index ?
17. 'Print media, in the immediate future, will be dead and gone.' Discuss.
18. What is noise in communication ? Explain the important types of noise.
19. Trace the evolution of internet revolution in India.
20. Explain Aristotle model of communication.
21. Explain the important characteristics of film as medium of mass communication.

(7 × 5 = 35 marks)

### Part C

*Answer any two questions not exceeding 400 words.*

*Each question carries 15 marks.*

22. Public communication platforms can mesmerize large number of audience in one go.' Discuss the scope and limitations of this type of communication.
23. Describe the functions and dysfunctions of mass media in India.
24. What is the meaning of gate keeping in communication ? Explain the concept by illustrating any of the suitable communication models.
25. What is internet shutdown ? How does it affect freedom of expression ?

(2 × 15 = 30 marks)

**FIRST SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2020**

Mass Communication and Journalism

JOU 1B 01—METHODOLOGY AND PERSPECTIVES OF COMMUNICATION AND  
JOURNALISM

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer any five questions not exceeding 50 words.*

*Each question carries 3 marks.*

1. Visual language.
2. Kinesics.
3. Media Diet.
4. Persuasive communication.
5. Gate keeping.
6. Selective exposure.
7. Psychological effects of Mass Communication.
8. Under development.
9. Define Mass Communication.

(5 × 3 = 15 marks)

**Part B**

*Answer any seven questions not exceeding 100 words.*

*Each question carries 5 marks.*

10. 'Effective communication is absolutely necessary for social change and development'. Comment
11. What are the cultural effects of mass media ?
12. Distinguish between sex and gender. How media should safeguard gender sensitivity in society ?
13. What are the positive and negative impacts of advertising in society ?

**Turn over**

14. Differentiate between verbal and non-verbal communication. Explain the merits and demerits of both forms of communication.
15. Explain the term media literacy.
16. Explain the salient features of Indian constitution which ensure the freedom of speech and expression.
17. 'Excessive use of media may lead to behavioural change'. Explain.
18. Why feedback is important in communication ? What are the various feedback mechanisms of mass media ?
19. What is the impact of internet in various traditional media forms ?
20. Explain SMCR model of communication.
21. Discuss the issues of media addiction.

(7 × 5 = 35 marks)

### Part C

Answer any **two** questions not exceeding 400 words.

Each question carries 15 marks.

22. Explain the normative theories of mass media.
23. Explain the evolution of language as means of communication.
24. Trace the history and evolution of printing and other forms of media technology.
25. Discuss various definitions of communication. How is it relevant in the progress of humankind.

(2 × 15 = 30 marks)