



K20U 3298

Reg. No. :

Name :



I Semester B.A. Degree CBCSS (OBE) Reg./Sup./Imp.
Examination, November 2020
(2019 Admn. Onwards)

COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM
1C01JNL : Introduction to Mass Communication

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries 1 mark :

1. Channel.
2. Rhetoric.
3. IT Act.
4. Folk media.
5. Models.
6. AP.

(6×1=6)

PART – B

Answer **any six** questions **not** exceeding 75 words. **Each** question carries 2 marks :

7. Xinhua.
8. Osgood and Schramm model of communication.
9. Opinion leader.
10. Memes.
11. Global village.

P.T.O.

K20U 3298



12. Libel.
13. Article 19(1) (a).
14. Inter personal communication. (6×2=12)

PART – C

Answer **any 4** questions **not** exceeding **150** words. **Each** question carries **3** marks :

15. Differentiate between censorship and self regulation.
16. Explain about individual difference theory.
17. Write a short note on any three international news agencies.
18. Section 66 of IT Act.
19. Media imperialism.
20. What is Mac Bride Commission ? (4×3=12)

PART – D

Answer **any two** of the following **not** exceeding **300** words **each** :

21. Describe the functions of mass media.
 22. Write about strength and limitations of Radio as a mass medium.
 23. What are the barriers of communication ?
 24. Explain about normative theories of media. (2×5=10)
-