

Reg. No. :

Name :

First Semester B.A. Degree Examination, November 2019

First Degree Programme under CBCSS

Journalism - Complementary Course I for English

CJ 1131 – INTRODUCTION TO MASS COMMUNICATION

(2014 Admission onwards)

Time : 3 Hours

Max. Marks : 80

I. Write answer in one or two sentences.

1. The editor of the Hindu _____.
2. Write the names of the any two business television channels in India _____.
3. Which Malayalam literary magazine was started in the year 1892 _____?
4. The technical name for printed defamation.
5. Write the names of two evening dailies in Malayalam _____.
6. Who invented FM transmission?
7. Indian film director to win Oscar lifetime achievement _____.

P.T.O.

8. The English newspaper with largest number of circulation in India _____.
9. Who invented www?
10. The name given for "moving ads" on buses and trains _____.

(10 × 1 = 10 Marks)

II. Write short notes on **eight** of the following not exceeding **one** paragraph.

11. Small group communication.
12. Community radio.
13. Defamation.
14. Multiplexes.
15. DTH.
16. PCI.
17. RTI.
18. Private FM radio in Kerala.
19. Elements of communication process.
20. Define communication.
21. Types of communication.
22. Barriers to communication.

(8 × 2 = 16 Marks)

- III. Write short essays on **six** of the following not exceeding 120 words.
23. Explain the major functions and dysfunctions of mass communication.
 24. Critically evaluate Malayalam television serials.
 25. Write on the key characteristics of new media.
 26. FM radio play its role as a development communicator in India.
 27. "Radio is a forgotten medium" Do you agree? Explain.
 28. Explain the concepts demassification and audience fragmentation.
 29. Write on the challenges faced by magazines.
 30. Analyze the importance of books as the first mass medium.
 31. Write a note on the characteristics of online newspaper and show how it is different from traditional newspaper.

(6 × 4 = 24 Marks)

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

32. What are the challenges faced by print media in our times? Will it affect its circulation? Explain.
33. Write on the significance of Article 19(1) a in relation to the concept of Freedom of speech and expression.
34. What are the impacts of privatization of radio and television in India? Explain.
35. Analyze the historical and technological growth of Indian films as a popular entertainment medium.

(2 × 15 = 30 Marks)