



K21U 6755

Reg. No. : .....

Name : .....

I Semester B.A. Degree (CBCSS – OBE – Regular/Supplementary/  
Improvement) Examination, November 2021  
(2019 Admission Onwards)  
**COMPLEMENTARY ELECTIVE COURSE IN JOURNALISM**  
**1C 01 JNL : Introduction to Mass Communication**

Time : 3 Hours

Max. Marks : 40

**PART – A**

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

1. Feedback.
2. Public sphere.
3. Folk media.
4. Trolls.
5. Vividh Bharati.
6. AP.

(6×1=6)

**PART – B**

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

7. SMCR.
8. Target audience.
9. David K. Berlo.
10. Gatekeeping.
11. MacBride Commission Report.

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12. Digital India.
13. Blogosphere.
14. Group communication.

(6×2=12)

**PART – C**

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

15. What is two-step flow theory ?
16. What are the different types of communication ?
17. Explain Helical model of communication.
18. Elaborate on the various communication barriers.
19. What is the difference between censorship and self-regulation ?
20. What is called information superhighway ?

(4×3=12)

**PART – D**

Answer **any two** of the following **not** exceeding **300** words. **Each** question carries **5** marks.

21. Describe the characteristics of new communication technologies and their potential for rural development in India.
22. Analyse the scope and limitations of radio as a mass communication device.
23. Chronicle the history of television in India by highlighting the milestones.
24. The internet has democratised journalism and revitalised democracy.  
Comment.

(2×5=10)