



K22U 3397

Reg. No. :

Name :

I Semester B.A. Degree (C.B.C.S.S. – O.B.E. – Regular/ Supplementary/
Improvement) Examination, November 2022
(2019 Admission 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. Global village
2. Stimulus response theory
3. SMCR Model
4. Selective retention
5. Reporters without Borders
6. Trolls and memes.

(6×1=6)

PART – B

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

7. Intrapersonal communication
8. Third world
9. Social Responsibility Theory
10. Magic Bullet Theory
11. Slander

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12. Al Jazeera
13. Freedom of Expression
14. Marshal McLuhan.

(6×2=12)

PART – C

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

15. Discuss the role of television as a mass medium in forming public opinion.
16. Explain the selective theories of media.
17. Write notes on UNI, PTI and ANI.
18. Discuss the relevance of the Normative Theories of the Press.
19. Examine the difference between state censorship and media's self regulation.
20. How to get public information using RTI Act, 2005 ?

(4×3=12)

PART – D

Answer **any 2** questions **not** exceeding **300** words. **Each** question carries **5** marks.

21. What are the different types of communication ?
22. Differentiate between electronic and print media citing their characteristics and potentials.
23. How media help to foster democracy ?
24. 'Still there is an imbalance in news flow among the nations' – What are the reasons for this imbalance ?

(2×5=10)