



K23U 4243

Reg. No. :

Name :

I Semester B.A. Degree (C.B.C.S.S. – Supplementary/One Time Mercy Chance)
Examination, November 2023
(2014 to 2018 Admissions)
COMPLEMENTARY COURSE IN JOURNALISM
1C 01 JNL : Mass Communication Studies

Time : 3 Hours

Max. Marks : 40

PART – A

Write short note on **any 5** questions. **Each** question carries **1** mark :

1. Press Trust of India
2. Media convergence
3. All India Radio
4. Psychological Noise
5. Propaganda
6. Slander
7. Hot media
8. Audience segmentation.

(5×1=5)

PART – B

Answer **all** questions. **Each** question carries **2** marks.

9. Explain the functions of communication.
10. Write a note on Shannon Weaver model of communication.
11. Explain the Social responsibility theory of mass media.
12. Write a brief note on non-verbal communication.

(4×2=8)

P.T.O.

K23U 4243



PART – C

Answer **any 5** questions **not** exceeding **100** words. **Each** question carries **3** marks :

13. Explain the significance of news agencies.
14. What are Broadcast media ? What are the characteristics of Broadcast media ?
15. Write a detailed note on Mc Bride Commission.
16. Elaborate on agenda setting in mass media.
17. Explain the significance of investigative journalism.
18. What are the characteristics of online journalism ?
19. Write a note on normative theories of mass media.
20. List the ethical issues associated with television.

(5×3=15)

PART – D

Answer **any two** of the following **not** exceeding **350** words **each** :

21. Explain with example the role of mass media in bringing social change.
22. Discuss how media imperialism affects the society.
23. Write an essay on different types of media used in communication and their unique characteristics.
24. What is defamation ? What are the defenses available for a journalist in a defamation case ?

(2×6=12)