



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.

P.T.O.



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)
