

**D 135331**

(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2025**

Mass Communication and Journalism

JOU 1 (2) C01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

(2019 Syllabus)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*All questions can be answered.  
The questions carry 2 marks each.  
Ceiling : 25 Marks.*

1. Define decoding in communication.
2. Name the founder of Indian Express group.
3. Herman Gundert.
4. What is meant by media convergence ?
5. What is FM Radio ?
6. Mention two challenges faced by television news channel in India.
7. State two functions of mass media.
8. V K Madhavan Kutty.
9. Plagiarism.
10. Mention the significance of Al-Ameen.
11. What was the contribution of Serampore missionaries to Indian journalism.
12. Define contempt of court.
13. Name any *two* contemporary journalists.
14. Define citizen journalism.
15. T N Gopakumar.

**Turn over**

**Section B**

*All questions can be answered.  
The questions carry 5 marks each.  
Ceiling : 35 Marks.*

16. Analyse the contributions of Kandathil Varghese Mappilai to Malayalam journalism.
17. Explain the major challenges faced by print media in the era of digitalization.
18. Analyse the significance of the RTI Act for investigative journalism.
19. Mention the role of Gandhi as a journalist.
20. Explain the objectives of first press commission.
21. Compare Malayala Manorama and Mathrubhumi in terms of journalistic influence.
22. Explain journalistic philosophy of S Sadanand.
23. Briefly explain the evolution of Deepika.

**Section C**

*Answer any **two** out of four.  
Each question carries 10 marks.*

24. Analyse the growth of Malayalam press from Rajya samacharam to the modern media houses.
25. Compare the communication patterns of radio and television, focusing on language, audience reach and presentation style.
26. Evaluate the communication aspects of films, explaining how cinema functions both as an entertainment and as a mass communication tool.
27. Give a detailed account of major communication models and their relevance in modern media.

(2 × 10 = 20 marks)

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**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2023**

Mass Communication and Journalism

JOU 1(2) C01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

(2019—2023 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Answer all questions.**Each question carries 2 marks.**Ceiling 25 marks.*

1. Laswell's model.
2. Noise.
3. The Statesman.
4. Pranoy Roy.
5. Freelancer.
6. Data Journalism.
7. Investigative Story.
8. AFP.
9. Film Certification.
10. Paid News.
11. Mathrubhumi.
12. Mahatma Gandhi.
13. Advertorial.
14. Disinformation.
15. Breaking News.

(Ceiling 25 marks)

**Turn over**

**Section B**

*Answer all questions.  
Each question carries 5 marks.  
Ceiling 35 marks*

16. Explain the Gatekeeping Model of Communication.
17. Briefly discuss the contributions of Community Radio.
18. Discuss the provisions of the 1st Press Commission.
19. What is the contribution of Kuldeep Nayar to Indian Journalism ?
20. How has the media changed in the 21<sup>st</sup> century ?
21. Discuss the important contributions made by Mahatma Gandhi to Indian Journalism.
22. Elaborate on the evolution of Kerala Kaumudi.
23. What are the advantages and disadvantages of citizen Journalism ?

(Ceiling 35 marks)

**Section C**

*Answer any two out of four.  
Each question carries 10 marks.*

24. Discuss the advantages of community radio for development using suitable examples.
25. 'The evolution of the internet has changed the future of mass media'. Explain.
26. Elaborate on the provisions made under The Right to Information Act of 2005.
27. Discuss the growth and development of the press in Kerala.

(2 × 10 = 20 marks)

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**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2022**

Mass Communication and Journalism

JOU 1 (2) C01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

(2019—2022 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Each question carries 2 marks each.**Ceiling 25 Marks.*

1. Aristotle model.
2. Feedback.
3. The Times of India.
4. James Augustus Hickey.
5. Crime Reporting.
6. #Journalism.
7. Sting Operations.
8. CBFC.
9. PTI.
10. Fake news.
11. Malayalam Manorama.
12. Raja Ram Mohan Roy.
13. Paid news.
14. Gatekeeping.
15. 24 × 7 News.

**Turn over**

**Section B**

*Each question carries 5 marks each.  
Ceiling 35 Marks.*

16. Explain the SMCR model of Communication
17. Briefly discuss the contributions of the press in a Democracy.
18. Discuss the functions of the Press council.
19. What is the contribution of K P Kesava Menon to Journalism.
20. How has the press changed in the present-day context.
21. 'FM Radio changed the outlook to radio in India'. Explain.
22. Elaborate on the advantages and disadvantages of social media for news.
23. What is Defamation ? Explain its types.

**Section C**

*Answer any two out of four.*

24. Discuss the process of certification for films under the CBFC.
25. 'Corporatization of Media has altered the functionality of Media'. Comment
26. Elaborate on the provisions made under Article 19 I (a) and 19 (2) of the Indian Constitution.
27. Discuss the Contribution of Ram Nath Goenka and S Sadanand to Indian Journalism.

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**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021**

Mass Communication and Journalism

JOU 1 (2) C01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A***Answer any number of questions each not exceeding 50 words.**Each question carries 2 marks.**Ceiling of marks for Part A is 25.*

1. Negative feedback.
2. War of the World.
3. Information overload.
4. Fake news.
5. CBFC.
6. Echo chamber.
7. Alt News.
8. Contempt of court.
9. Information Commissioner.
10. Indian Opinion.
11. Press Freedom Index.
12. Western Star.
13. Devji Bhimji.
14. Free Press Journal.
15. Interpersonal communication.

**Turn over**

**Part B**

*Answer any number of questions each not exceeding 100 words.*

*Each question carries 5 marks.*

*Ceiling of marks for Part B is 35.*

16. Critically assess the all-powerful media concept.
17. What is intrapersonal communication? What are the benefits of this communication ?
18. Define censorship. Place your arguments either in favour of or against film certification.
19. Describe the important characteristics of new media.
20. Define Plagiarism. Why should we act against plagiarism ?
21. Why do we describe Gandhi's publications as viewpapers rather than newspapers ?
22. Describe the events that led to the ban of Malayala Manorama in Travancore.
23. Write a note on the journalistic pursuits of K Jayachandran.

**Part C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. Analyse the role of Malayalam press in the freedom struggle movement.
25. 'Hermann Gundert's contributions to Malayalam press is unparalleled.' Discuss.
26. Analyse with suitable examples the functions and dysfunctions of mass media.
27. What is the future of print media ? How can print media survive the challenges from digital media ?

(2 × 10 = 20 marks)

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**FIRST SEMESTER B.A./B.Sc. DEGREE EXAMINATION**

**NOVEMBER 2020**

(CBCSS)

Mass Communication and Journalism

JOU 1(2) C01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*Answer at least ten questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

1. FM Radio.
2. Troll.
3. Verbal communication.
4. Malayala Manorama.
5. T. N. Gopakumar.
6. Kerala Patrika.
7. RTI.
8. Mass Media.
9. 24 x 7 News Channels.
10. Community radio.
11. Press Council of India.
12. James Silk Buckingham.
13. Bengal Gazette.
14. Gate Keeping.
15. Hypodermic needle theory.

(10 x 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Explain Social Responsibility theory.
17. Discuss Aristotle's model of communication.
18. Differentiate between new media and television.
19. Explain the contributions of Lasswell.
20. Define Libel. What are the defences against a libel suit ?
21. Critically evaluate the contributions of Ram Nath Goenka.
22. Explain the characteristics of radio.
23. Briefly describe the content of any women's publications in Malayalam.

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. Critically examine the sting operation with an example.
25. Examine the impact of digital media.
26. Discuss the role and relevance of libertarian theory of the press in the background of Article 19(1) (a).
27. Critically evaluate mass media in India.

(2 × 10 = 20 marks)

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Name.....

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FIRST SEMESTER B.A./B.Sc. DEGREE EXAMINATION, NOVEMBER 2019

(CBCSS—UG)

Mass Communication and Journalism

JOU 1 (2) C01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*The questions carry 2 marks each.*

*Ceiling : 25 marks.*

1. *Headline.*
2. *Internet.*
3. *Sensationalism.*
4. *Decoding.*
5. *Communication Models.*
6. *PTI.*
7. *Haptics.*
8. *SMCR model.*
9. *Citizen Journalism.*
10. *Defamation.*
11. *James Augustus Hicky.*
12. *Paid News.*
13. *Deenabhandu.*
14. *Paschimodayam.*
15. *Kesari Balakrishna Pillai.*

Turn over



**Section B**

*The questions carry 5 marks each.*

*Ceiling 35 marks.*

16. Enumerate the types of blogs.
17. What are the advantages of print media over radio and television ?
18. Explain intrapersonal communication.
19. Enumerate the Right to Information Act.
20. Briefly explain the evolution of Internet.
21. Examine the relevance of community radio in India.
22. Explain contempt of court with an example.
23. Enumerate the contributions of Mahatma Gandhi to Indian journalism.

**Section C**

*Answer any two questions.*

24. Define communication and explain the elements of communication.
25. Discuss the freedom of speech and expression in the Indian constitution.
26. Explain the role of Malayalam press during the freedom struggle.
27. Elucidate the strengths and limitations of radio and television.

(2 × 10 = 20 marks)