

N-0043

Sub. Code

205911

**M.A. JOURNALISM & MASS COMMUNICATION
(DEGREE) EXAMINATION,
MAY 2021 & DECEMBER 2021**

ONLINE PROGRAMME EXAMINATIONS

First Semester

**INTRODUCTION TO JOURNALISM AND MASS
COMMUNICATION**

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The word "communication" is derived from the _____ word
 - (a) Latin
 - (b) English
 - (c) Spanish
 - (d) British

2. Who described communication as a necessary tool of learning and mass communication is prerequisite to mass education?
 - (a) Aristotle
 - (b) Harold Benjamin
 - (c) Franklin
 - (d) Karlmarx

3. _____ is the Universal form of Communication that takes place between two Individual
- (a) Mass Communication
 - (b) Group Communication
 - (c) Interpersonal Communication
 - (d) Intrapersonal Communication
4. Harold D. Lasswell's Model was put forth in the year _____
- (a) 1943
 - (b) 1945
 - (c) 1947
 - (d) 1948
5. The other name of hypodermic theory is called as
- (a) Bullet theory
 - (b) one step flow
 - (c) Two step flow
 - (d) Multi step flow
6. Which of the following is/are called as fourth estate?
- (a) Print media
 - (b) Electronic media
 - (c) Visual media
 - (d) All of the above
7. An example of Non-Linear model is _____
- (a) Shannon model
 - (b) Theodore M. Newcomb's Model
 - (c) Lasswell's model
 - (d) David Berlo's model

8. Who tried to explain the role of communication in a society through triangular model
- (a) Shannon model
 - (b) Gerbner's model
 - (c) Lasswell's model
 - (d) Theodore M.Newcomb's model
9. Who coined the term Global Village?
- (a) George Guttenburg
 - (b) I. Lewis Mark
 - (c) P.Wyndham Lewis
 - (d) Theodore M.Newcomb's model
10. _____ refers to the spread of standards from one culture to the other.
- (a) Cultural disparity
 - (b) Cultural growth
 - (c) Communication
 - (d) Cultural diffusion
11. _____ enables us to go through and analyse the messages that inform, educate and entertain us.
- (a) Cultural disparity
 - (b) Media Literacy
 - (c) Cultural reflectors
 - (d) Media deviation

12. An example of non-news media is _____
- (a) Books (b) Television
(c) Magazines (d) All the above
13. Who invented the World Wide Web?
- (a) Mark Tyson (b) Tim Berner's Lee
(c) Cameeroon (d) Mark zukenberg
14. _____ are the set of rules followed by the machines to complete the task.
- (a) Protocol (b) Nodes
(c) Clients (d) Hardware
15. _____ is called as network of networks.
- (a) Cognitive dissonance
(b) Internet
(c) Clients
(d) Hardware
16. According to _____ model the speaker plays a vital role in communication
- (a) Berlo's (b) Aristotle model
(c) Shannon model (d) Helical model
17. _____ means to convert in to a code so as to convey a secret meaning
- (a) Feedback (b) Coding
(c) Noise (d) Distortion
18. Noise maybe classified to _____ types
- (a) 1 (b) 2
(c) 3 (d) 4

19. Berlo's model of communication operates on the _____
_____ model
- (a) SMCR Model
 - (b) Aristotle model
 - (c) Shannon model
 - (d) Helical model
20. During the 18 Century, British newspaper started with a name _____
- (a) Annual
 - (b) Half yearly
 - (c) Monthly
 - (d) Diurnals
21. Freedom of speech and expression is envisaged under article _____
- (a) 18
 - (b) 17
 - (c) 19(1)(a)
 - (d) 20(1)(a)
22. _____ is the oldest theories of the press
- (a) Authoritarian
 - (b) Soviet Communist
 - (c) Libertarian
 - (d) Social Responsibility
23. _____ is the reporting of daily events
- (a) Social media
 - (b) Journalism
 - (c) Constitution
 - (d) Feudal Society
24. _____ of article 19 prevents any person from making any statement that injures reputation of another
- (a) Defamation
 - (b) Decency
 - (c) Morality
 - (d) Integrity
25. _____ Journalism is the name given to multi tasking
- (a) Fashion
 - (b) Sports
 - (c) Citizen
 - (d) Convergent

26. _____ Journalism comprises the reports and articles on the fashion world
- (a) Fashion (b) Sports
(c) Citizen (d) Convergent
27. Who popularized Gonzone Journalism?
- (a) David brown (b) Hunter S. Thompson
(c) Richard (d) Mathew Albert
28. Using or passing of the writings or ideas of another as one's own is called as _____
- (a) Advertisement (b) Predatory
(c) Plagiarism (d) Investigation
29. American society of newspaper editors was founded in _____
- (a) 1921 (b) 1927
(c) 1922 (d) 1929
30. National press day was celebrated the year _____
- (a) 1966 (b) 1965
(c) 1968 (d) 1979
31. _____ comity submitted its report entitled "Akash Bharati".
- (a) Joshi (b) Chanda
(c) Verghese (d) Karanth
32. _____ film is a film of full length
- (a) Feature (b) tele
(c) New media (d) mobile

33. _____ is a combination of various forms of media.

- (a) Multimedia (b) tabloid
- (c) Broadsheet (d) AM

Part B

(7 × 6 = 42)

Answer **all** questions by choosing either (a) or (b).

34. (a) Explain the types of Communication.

Or

(b) Discuss the basic Models of Communication.

35. (a) Outline the impact of communication in Politics.

Or

(b) Discuss the human communication process

36. (a) Explain about the responsibility and the theories of Press.

Or

(b) Explain the current trends in Journalism.

37. (a) Explain the importance of First Press Commission reports.

Or

(b) Discuss the merits and demerits of Varghese Committee.

38. (a) Discuss the uses of electronic media.

Or

(b) Explain the merits and Demerits of DTH.

39. (a) Explain in detail about the Mass Media Institutions in India.

Or

(b) Write about Media Educational institutions.

40. (a) Explain the influence of technology on Communication.

Or

(b) Discuss the advantages of Mass media.
