

C 62705

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Name

Reg. No.....

SECOND SEMESTER B.A. DEGREE EXAMINATION, MAY 2019

(CUCBCSS—UG)

Mass Communication and Journalism

JOU 1C 01 AND JOU 2C 01—INTRODUCTION TO COMMUNICATION AND
JOURNALISM AND NEWS REPORTING AND EDITING

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

Answer **all** the following.
(Part I and II must be attended separately).

PART I

1. ~~Providing information is a _____ of mass communication _____~~
2. ~~CMYK is the abbreviation of _____~~
3. ~~_____ is an audio-visual medium _____~~
4. ~~The computer connected to a server in a network is _____~~
5. ~~The reasonable restrictions to Article 19(1)(a) are listed in Article _____~~
6. ~~Selectivity theory says about the variances in exposure, perception and _____~~

(6 x 1/2 = 3 marks)

PART II

7. ~~The head of a news bureau is _____~~
8. ~~Undercover journalism is a kind of _____ journalism. _____~~
9. ~~Facebook is an example of _____~~
10. ~~The assessment report of a film or book is _____~~
11. ~~Press Trust of India is _____~~
12. ~~Mast head is _____~~

(6 x 1/2 = 3 marks)

Section B

Answer any **five** of the following from each part.
Each question carries 2 marks.

PART I

13. Context.
14. Circulation.

Turn over

