

Reg. No. :

Code No. : 6093

Sub. Code : DMJ 11

M.A. DEGREE EXAMINATION, APRIL 2014.

First Year – Non - Semester

Mass Communication and Journalism— (DD & CE)

FUNDAMENTALS OF JOURNALISM AND MASS
COMMUNICATION

(For those who joined in July 2009 – 10 onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions out of Eight.

1. Today internet becomes a major news source. Explain.
2. Define the role and responsibility of a journalist in shaping the nation.
3. The press is supposed to expose the wrongs of the people in power – Explain.
4. “Interpersonal communication is more persuasive and influential than any other type of communication”. Prove or disprove.

5. Examine the different types of non – verbal communication.
6. Examine the scope of traditional media.
7. Write a note on Lass well’s model of communication.
8. Is internet a medium of interpersonal communication? How?

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions out of Eight.

9. News papers are the guardians of the community – comment.
10. The five W’s and One H represent an important paradigm of news reporting and writing. Comment.
11. Describe the efforts of The Hindu during the pre independent days.
12. Explain the characteristics of mass communication.
13. Folk media are flexible in accommodating new themes than any other medium. Prove or disprove.
14. Critically examine the relevance of Schramm’s role of communication on national development.

15. "Television channels induce the younger generation to adopt the western life style". – Justify.
 16. Explain the status of information and communication technologies in India.
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