

**Reg. No. :** .....

**Code No. : 8093**

**Sub. Code : DMJ 11**

M.A. DEGREE EXAMINATION, NOVEMBER 2013.

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. Define News. List the types of news.
2. Define the role and responsibility of a journalist in shaping the nation.
3. Discuss the early efforts in Indian Journalism.
4. “Interpersonal communication is more persuasive and influential than any other type of communication”. Prove or disprove.

5. Examine the scope of traditional media.
6. Write a note on Lass well's model of communication.
7. Discuss feedback as a component of the communication process.
8. "Development of media has contributed indirectly to national development". Comment.

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions out of Eight.

9. What special traits are possessed by an investigative journalist?
10. Freedom of the press is in the minds of the journalists. Do Indian journalists enjoy that? Elaborate.
11. Magazine journalism is witnessing an enormous growth in recent times. Can you explain the reasons behind such a scenario?
12. "Language provides a conventional resource for influencing people's attitudes and behavior. Influence attempts may take the form of persuasion, argumentation, or use of threats, promises, requests, demands and orders". Justify.

13. Distinguish interpersonal and intrapersonal communication with its merits and demerits.
  14. Explain the dominant perspective that is referred to as mass society theory that emerged during the last century.
  15. Comment on the revival of radio medium in the digital era.
  16. “Television channels induce the younger generation to adopt the western life style” – Justify.
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