

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

**Code No. : 9093**

**Sub. Code : DMJ 11**

M.A. DEGREE EXAMINATION, NOVEMBER 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. Argue journalism as a profession.
2. Describe the qualifications required for a good journalist.
3. Explain the importance of Accuracy, Objectivity, Fairness for a newspaper.
4. Identify the types of news normally found in newspapers.
5. Explain non-verbal communication.

6. Communication is the act or process of transmission. Explain.
7. Illustrate the Shannon and Weaver's mathematical model of communication.
8. Write a note on Lass Well's model of communication.

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions out of Eight.

9. Freedom of the press is in the minds of the journalists. Do Indian journalists enjoy that? Elaborate.
10. Delineate the development of tamil press.
11. "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.
12. "Mass communication was, from the beginning, more of an idea than a reality'. Explain.
13. Explain the Osgood's meaning theory. What are the merits and demerits of the theory?

14. Explain the dominant perspective that is referred to as mass society theory that emerged during the last century.
  15. Children's attitudes to the dangers of television vary according to social class, gender and other such factors. Critically comment on this statement.
  16. Critically examine the status of news media of the 21<sup>st</sup> century.
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